DOCUMENT RESUME

ED 081 418 JC 730 202

AUTHOR	Hargis, W. Douglas; Blocker, Clyde E.
TITLE	Philanthropy to Junior Colleges. A Comparative Study: 1960-63 and 1968-71. Research Report No. 14.
INSTITUTION	Harrisburg Area Community Coll., Pa.
REPORT NO	RR-14
PUB DATE	73
NOTE	71p.
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*Comparative Analysis; *Data Collection; *Educational Research; Financial Support; *Junior Colleges; Post Secondary Education; *Private Financial Support; Questionnaires; Tables (Data)

ABSTRACT

Data collected in 1960-63 on private philanthropic support to junior colleges are compared with data collected in 1968-71. Questionnaires were mailed during 1968-71 to 1,091 junior colleges in the United States; 650 schools responded with usable data. Of these schools, 546 were publicly supported, 52 were independent, and 52 were church-related. Over the period of the study, 1968-71, the 546 public colleges received $139,967,100 in philanthropic funds, averaging $256,350 per school for the three-year period and a yearly average income of $85,450. The 52 independent and 52 church-related colleges collectively reported receiving $131,077,800 over the same three-year period; their average income was $1,242,416 and $1,278,312, respectively; and their annual income was $414,139 for independent institutions and $426,104 for church-related colleges. As a total group, the 650 colleges reported $271,044,900 income from philanthropy, which represents a 328% increase over the funds reported in the 1960-63 study. The study data are presented in 57 tables. In the report appendix, the purpose of the study, definition of terms, and a copy of the questionnaire used are provided. (DB)

ED 081418

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

PHILANTHROPY TO JUNIOR COLLEGES
A COMPARATIVE STUDY: 1960-63 & 1968-71

Research Report No. 14

By

W. Douglas Hargis
Administrative Assistant to the President

Clyde E. Blocker
President

Harrisburg Area Community College
3300 Cameron Street Road
Harrisburg, Pennsylvania 17110

Copyright, Harrisburg Area Community College, 1973

"PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL HAS BEEN GRANTED BY
Harrisburg Area Community College
TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER."

JC 730 202

FILMED FROM BEST AVAILABLE COPY

ACKNOWLEDGEMENTS

The authors wish to express their appreciation to the 650 junior colleges across the nation who took the time to complete and return a lengthy and detailed questionnaire.

Secondly, the authors would like to thank Dale Miller, Director of the Data Center, whose assistance in tabulating the data and debugging the programs was invaluable, and to his staff who keypunched and verified the data.

Thirdly, to William P. McGoldrick the authors express their gratitude for the excellent assistance he provided in proofing the manuscript.

Finally, to the staff in the Secretarial Processing Center at Harrisburg Area Community College and their supervisors, Dorothy L. Ferencz and K. Ann Wellendorf, the authors wish to express a special note of gratitude for the production of the manuscript.

CONTENTS

Section	Page
LIST OF FIGURES	iv
LIST OF TABLES	v
INTRODUCTION	1
SUMMARY OF NATIONAL FIGURES	2
PHILANTHROPIC SUPPORT AMONG THE STATES	5
DIMENSIONS OF FUND RAISING	9
A. Development Officers	9
B. Volunteer Groups	10
C. Alumni Fund	10
D. Alumni Organizations	11
E. American College Public Relations Association	11
F. American Alumni Council	12
G. Overall Observation	13
ANALYSIS OF SOURCE AND TYPES OF GIFTS AS RELATED TO THE SIX DIMENSIONS OF FUND RAISING	15
A. Development Officers	15
B. Alumni Organizations	16
C. Alumni Fund	16
D. Volunteer Groups	17
E. American Alumni Council	17
F. American College Public Relations Association	18
G. Collective Description Of Type And Source Of Gifts	19
SUMMARY	21
IMPLICATIONS	22
LIMITATIONS OF THE DATA	23
TABLES	24-60
APPENDIX	61
BIBLIOGRAPHY	64

LIST OF FIGURES

Figure		Page
1.	Comparison Of Philanthropic Support Received By Junior Colleges, 1960-63 And 1968-71	4
2.	Comparison Of Philanthropic Income For Public Junior Colleges, 1960-63 And 1968-71	5
3.	Comparison Of Philanthropic Income For Independent Junior Colleges, 1960-63 And 1968-71	6
4.	Comparison Of Philanthropic Income For Church-Related Junior Colleges, 1960-63 And 1968-71	7
5.	Comparison Of The Purpose Of Gifts Received By Public Junior Colleges And Private Junior Colleges, 1968-71	8
6.	Comparison Of Income Received By Type Of College On Each Criterion, 1960-63 And 1968-71	14
7.	Comparison Of Effectiveness Of Colleges Meeting Criteria And Colleges Not Meeting Criteria	14
8.	Changes In The Rank-ordering Of Types Of Gifts To Junior Colleges Meeting Criteria, 1960-63 And 1968-71	20
9.	Changes In Rank-ordering Of Sources Of Gifts To Junior Colleges Meeting Criteria, 1960-63 And 1968-71	20

LIST OF TABLES

Table		Page
1.	Philanthropic Support Received By Junior Colleges, 1960-63 And 1968-71	24
2.	Purpose of Gifts Received By Public Junior Colleges	25
3.	Purpose of Gifts Received By Private Junior Colleges	26
4.	Types Of Gifts And Development Officer, 1968-71	27
5.	Types Of Gifts And Development Officers, 1960-63	27
6.	Types Of Gifts And Alumni Organizations, 1968-71	28
7.	Types Of Gifts And Alumni Organizations, 1960-63	28
8.	Types Of Gifts And Alumni Funds, 1968-71	29
9.	Types Of Gifts And Alumni Funds, 1960-63	29
10.	Types Of Gifts And Volunteer Groups, 1968-71	30
11.	Types Of Gifts And Volunteer Groups, 1960-63	30
12.	Types Of Gifts And American Alumni Council, 1968-71	31
13.	Types Of Gifts And American Alumni Council, 1960-63	31
14.	Types Of Gifts And The American College Public Relations Association, 1968-71	32
15.	Types Of Gifts And The American College Public Relations Association, 1960-63	32
16.	Sources Of Gifts And Development Officers, 1968-71	33
17.	Sources Of Gifts And Development Officers, 1960-63	33
18.	Sources Of Gifts And Alumni Organizations, 1968-71	34
19.	Sources Of Gifts And Alumni Organizations, 1960-63	34
20.	Sources Of Gifts And Alumni Funds, 1968-71	35
21.	Sources Of Gifts And Alumni Funds, 1960-63	35
22.	Sources Of Gifts And Volunteer Groups, 1968-71	36
23.	Sources Of Gifts And Volunteer Groups, 1960-63	36
24.	Sources Of Gifts And American Alumni Council, 1968-71	37
25.	Sources Of Gifts And American Alumni Council, 1960-63	37
26.	Sources of Gifts And American College Public Relations Association, 1968-71	38
27.	Sources Of Gifts And American College Public Relations Association, 1960-63	38
28.	Types Of Gifts And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Criteria, 1968-71, Public Colleges	39
29.	Types Of Gifts And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Criteria, 1960-63, Public Colleges	39

30. Types Of Gifts And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Criteria, 1968-71, Independent Colleges . . . 40
31. Types Of Gifts And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Criteria, 1960-63, Independent Colleges . . . 40
32. Types Of Gifts And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Criteria, 1968-71, Church-Related Colleges . . . 41
33. Types Of Gifts And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Criteria, 1960-63, Church-Related Colleges . . . 41
34. Source Of Funds And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Six Criteria, 1968-71, Public Colleges . . . 42
35. Source Of Funds And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Six Criteria, 1960-63, Public Colleges . . . 42
36. Source Of Funds And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Six Criteria, 1968-71, Independent Colleges . . . 43
37. Source Of Funds And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Six Criteria, 1960-63, Independent Colleges . . . 43
38. Source Of Funds And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Six Criteria, 1968-71, Church-Related Colleges . . . 44
39. Source Of Funds And Annual Income Per Student For Junior Colleges Meeting Criteria As Related To Six Criteria, 1960-63, Church-Related Colleges . . . 44
40. Private Support Of Colleges With And Without Criteria Associated With Development Programs, 1968-71 . . . 45
41. Private Support Of Colleges With And Without Criteria Associated With Development Programs, 1960-63 . . . 46
42. Yearly Income From Philanthropy By State, 1968-71, And Average Amount Per College . . . 47
43. Income Per FTE Student For Three Year Period, 1968-71 . . . 48
44. Philanthropy To Public Junior Colleges By State And Year . . . 49
45. Philanthropy To Independent Junior Colleges By State And Year . . . 50

46. Philanthropy to Church-Related Junior Colleges By State And Year 51
47. Top Ten States In Receiving Philanthropic Support For Public Junior Colleges For Three Year Period, 1968-71 52
48. Top Ten States In Receiving Philanthropic Support For Independent Junior Colleges For Three Year Period, 1968-71 53
49. Top Ten States In Receiving Philanthropic Support For Church-Related Junior Colleges For Three Year Period, 1968-71 54
50. Top Ten States For Overall Philanthropic Support Per FTE Students, 1968-71 55
51. Top Ten States For Philanthropic Support Received Per FTE Student For Three Year Period, 1968-71 56
52. Philanthropy To Church-Related Colleges By State And Year 57
53. Top Ten States In Receiving Philanthropy Support For Public Junior Colleges Over Three Year Period, 1968-71 58
54. Top Ten States In Receiving Philanthropic Support For Independent Junior Colleges Over Three Year Period, 1968-71 58
55. Top Ten States In Receiving Philanthropic Support For Church-Related Junior Colleges Over Three Year Period, 1968-71 59
56. Top Ten States For Overall Philanthropic Support Per FTE Student 59
57. Top Ten States For Philanthropic Support Received Per Full-Time Equated Student Over Three Year Period, 1968-71 60

INTRODUCTION

In 1957, the Russian Sputnik was the catalyst which triggered an onslaught of enrollments in higher education, specifically, in engineering and technology fields. Higher education responded in several ways, one of which was the junior college system which began to rapidly expand to absorb the burgeoning enrollments.

In an effort to measure the amount of financial support being provided junior colieges, Blocker, Bremer, and Elkins conducted a study of philanthropy to junior colleges during a three year period, 1960-63. The study was an attempt to assess the support private enterprise was giving to this specific segment of higher education.

By 1970, the junior college system had become a nationally recognized and fully accepted part of higher education. The number of junior colleges increased from 678 in 1960 to 1,091 in 1970. Enrollments in these institutions quadrupled from 660,216 students in 1960 to 2.5 million students in 1970. Every state in the nation had an organized system of junior colleges, indicating that the general public had demanded this type of institution.

The present study is a replication of the Blocker, Bremer, Elkins study of 1960-63. The present authors hoped to determine whether private enterprise has accepted junior colleges as fully as the general public appears to have accepted them. The measure of acceptance is, of course, the amount of private philanthropic support provided to junior colleges over a subsequent three year period, 1968-71. The authors were fortunate to receive the cooperation of 650 junior colleges throughout the nation.

Several changes in funding have taken place since the earlier study. Not only is the amount of support surprising, over $132 million in one year, but the sources of gifts and purposes of gifts have changed, too. Junior colleges appear to be making their presence felt in the philanthropic market place. In short, it appears that both state and local government and private enterprise are bullish on junior colleges.

SUMMARY OF NATIONAL FIGURES

Questionnaires were mailed to 1,091 junior colleges throughout the United States and 650 schools responded with usable data. Additional schools replied that they could not legitimately be classified as junior colleges and several others indicated that they did not have the time or the data available to respond. Of the respondents, 546 were publicly supported junior colleges, 52 were independent junior colleges, and 52 were church-related two-year institutions.

Over the period of the study, 1968-71, the 546 public colleges received $139,967,100 in philanthropic funds averaging $256,350 per school for the three-year period and a yearly average income of $85,450. The 52 independent and 52 church-related colleges collectively reported receiving $131,077,800 over the same three-year period; their average income was $1,242,416 and $1,278,312 respectively. Annually independent institutions received $414,139 and church-related colleges received $426,104.

As a total group, the 650 colleges providing data reported $271,044,900 income from philanthropy. This sum represents a 328 percent increase in philanthropic funds received by junior colleges, compared to the funds reported in the 1965 study by Blocker, et al conducted between 1960-63. Considering that the national community college system grew approximately 40 percent from 1960-71, the above figure represents a substantial increase in funding. (See Figure 1)

Two quite significant changes in purpose of funding for public institutions occurred. In the earlier study 64.5 percent of the income was contributed for buildings and equipment while the present data indicates only 14 percent of the money went for this purpose.

Although the percentage of dollars received for buildings and equipment dropped 54.5 percent, the actual average dollar amount decreased approximately 33 percent. The reason for the apparent discrepancy in figures is the large increase in overall funding reported in the later study.

Student loan and scholarship gifts demonstrated a similar declining pattern of funding as did buildings and equipment and for the same reason. Gifts for student loans recorded a .7 percent drop in the overall dollars received but average amount received per college increased $278. Scholarship gifts dropped 4.6 percent in average amount of total dollars collected but in actuality these colleges received an average increase of $2,335.

The second significant change in gifts to public institutions occurred in the books and manuscripts category. Of the total dollars reported by public institutions, 65.3 percent went to books and manuscripts with each school receiving an average of $30,851. The earlier study reported only 1.1 percent of the total dollars going for books and manuscripts with an average total of $162 per institution. Notably, the increase is 191 times the amount received in the earlier study.

Unrestricted gifts, those that can be used at the discretion of the institution, were cut in half from 10.4 percent of total dollars collected to 5.1 percent of total dollars collected; however, the institutional average gained $820. Philanthropy for general operating expenses suffered a 4.6 percent drop of the total dollar amount collected but this was represented by only a $35 drop in income per institution.

Gifts that could not be assigned to any of the primary categories were placed in an "other" category. Average dollar figures per public institution jumped from $125 in 1965 to $1,261 in the present study. Because of the nature of the data, it could not be determined if gifts were being restricted for a specific purpose not covered by the other categories.

Private college philanthropy reflected substantial differences in purpose. Each private institution average $40,070 income to be used for unrestricted purposes; this figure represents 39.5 percent of the total amount given to private junior colleges. Averaging $26,445 per school, buildings and equipment consumed 22.7 percent of the total funds and general operations utilized 19.4 percent of the total income for an average of $22,589 per institution.

These figures represent a substantial decrease in average funds per college for buildings and equipment since the previous study. In the earlier study, each private college received an annual average income of $47,657 for buildings and equipment over the

three-year period but the present data indicates that private colleges received only $26,445 for this purpose. On the other hand, the average amount of funds private colleges received for unrestricted purposes increased 36.6 percent over the previous study from $33,820 to $46,070.

Other categories of giving to private colleges changed substantially on a percentage basis although changes in dollar amounts were relatively small. For instance, average gifts to private colleges for student loans increased from .9 percent of the total dollars in the 1963 study to 2.1 percent of the total dollars; this increase represents a 126 percent increase over the previous study but actually amounts to $1,325 annually for the three-year period.

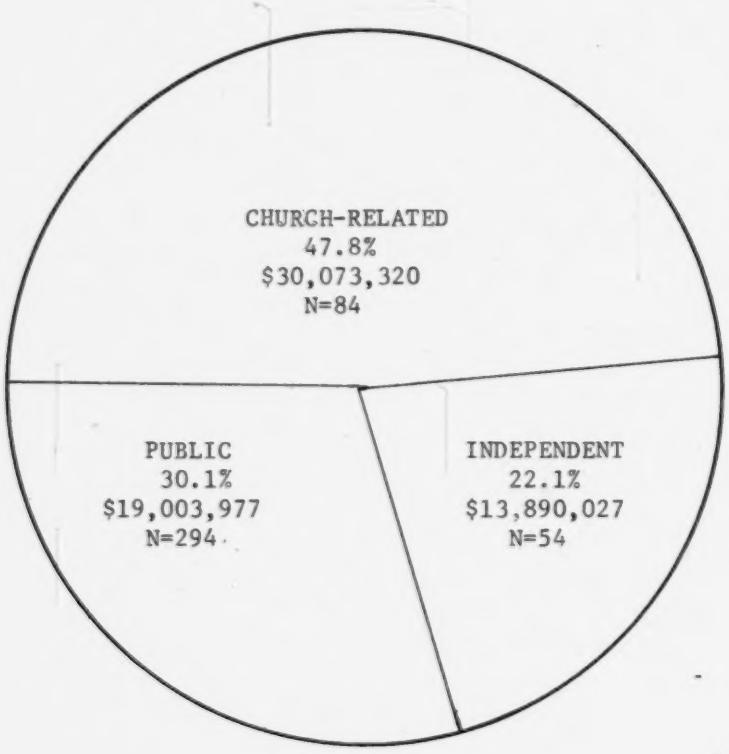
Student scholarship funds showed a similar change increasing from an annual average of $3,858 to $5,927, an increase of 53.7 percent.

Gifts for the general operation of private colleges dropped from 22.5 percent of that total dollars reported in the earlier study to 19.4 percent of the total dollars received during the present study. The decrease represented an average loss of $3,698 per school for general operations.

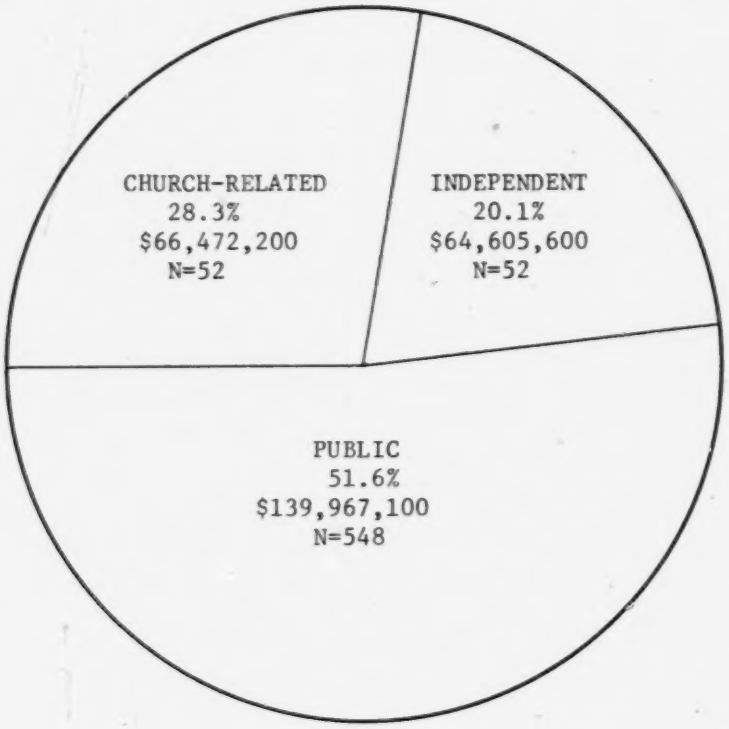
Finally, the "other" category which involves any gift that cannot be classified in any of the specific categories showed a large increase from 2.4 percent of total dollars to 11.1 percent of total dollars in the recent study. The 11.1 percent represents an average dollar increase of $10,017.

Figure 1

COMPARISON OF PHILANTHROPIC SUPPORT
RECEIVED BY JUNIOR COLLEGES
IN 1960-63 and 1968-71



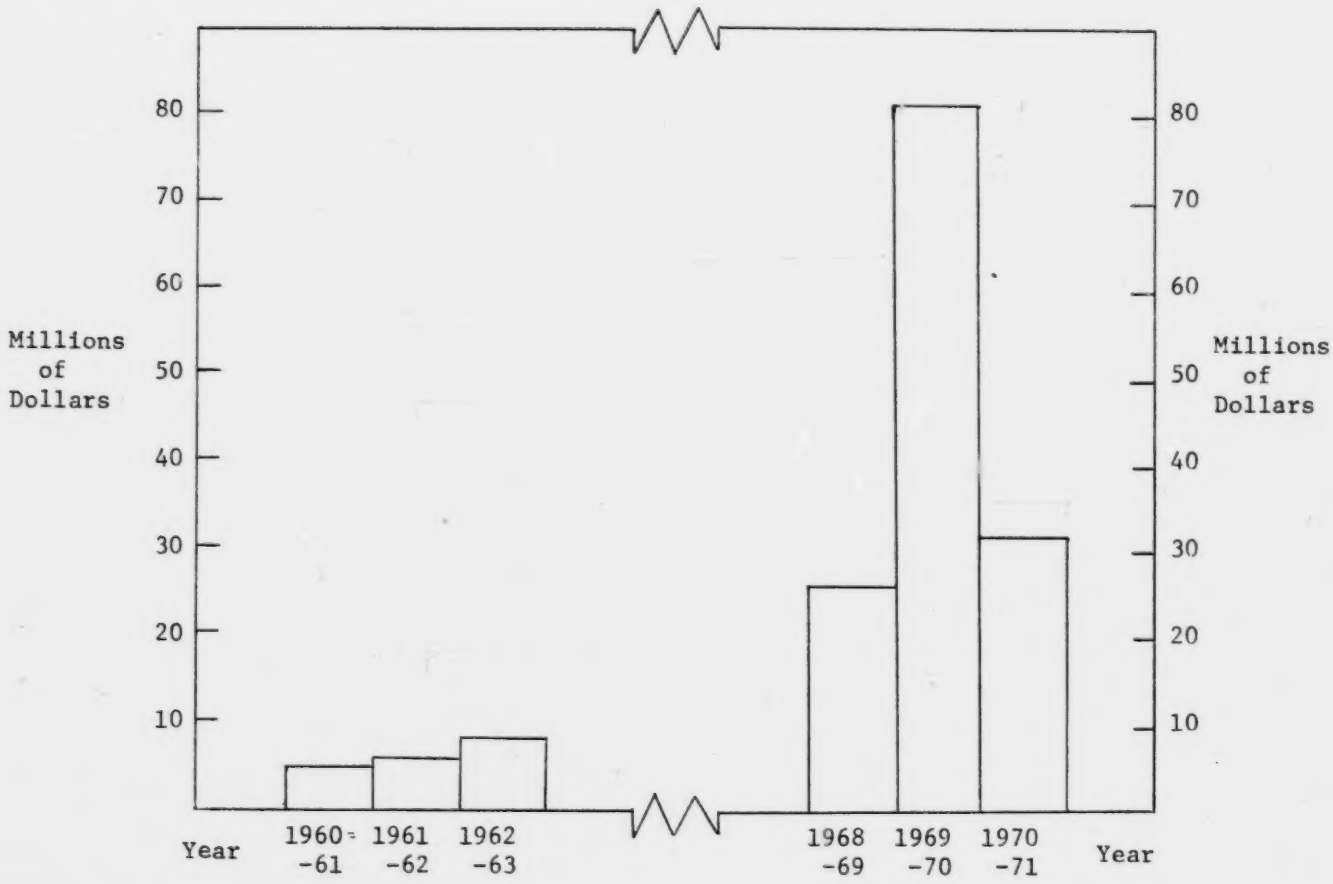
1960-63



1968-71

Figure 2

COMPARISON OF PHILANTHROPIC
INCOME FOR PUBLIC JUNIOR COLLEGES
1960-63 and 1968-71



PHILANTHROPIC SUPPORT AMONG THE STATES

In every instance but one where data was available for comparison, independent colleges were receiving more income per Full-Time Equated (FTE) student than were public colleges. On the average, the independent colleges were receiving $1,589 per FTE to support their students while public colleges were receiving only $117 per FTE student.

Comparison of public two-year schools with church-related junior colleges demonstrates an even wider gap in funding. Church schools bring in an average of $3,639 per FTE student, a figure over 31 times greater than the income per student for public institutions.

A comparison between church-related and independent junior colleges reflects somewhat more similarity, but here too, the church schools receive a substantial $2,050 more per FTE student, where comparable data were available. New Jersey and Kentucky were the only states where independent community colleges reported more gift income than church-related schools.

A careful look at Table 42 provides several interesting facts. In certain years some states reported very high amounts of income from gifts: for instance, in 1968-69 Illinois received more than $32 million in gifts; in 1969-70 New York received more than $54 million in gifts; and in 1969-70 Michigan reported more than $22 million in gifts. These unusually high figures for specific years are the result of one or two very large gifts to one or two institutions. Thus, the yearly total and the institutional average, and the three-year average are higher than might be expected.

Slightly more than half of the states reported a small growth trend in the amount of money received over the three-year period, 1968-71. Just under half of the states reported a different trend in that many states hit their peak in 1969-70 and began to level off or slip in the amount of funds received thereafter.

Several means of selecting states which are the leaders in philanthropic support can be used. The authors have listed three possibilities: by type of institution, by total philanthropic income, and by philanthropic income per FTE student for all institutions in the state. As one might expect, the more highly populated states appear often in all three breakdowns by institutions. New York and Michigan rank in the top ten in all three categories, and five other states, Pennsylvania, Texas, Ohio, California, and North Carolina appear in two out of the three.

When these categories are broken down further into amounts per FTE students, the picture becomes a little more interesting, but less clear. In this situation there are six states that appear in two categories. Once again the big population states of Ohio, Michigan, Missouri, and Illinois are well-represented.

Combining the institutional categories and looking again at income per FTE, a different picture emerges. Only New York remains in the top ten, and it falls well down on the list to number seven.

Institutions in 48 of the 50 states responded to the questionnaire; only New Hampshire and West Virginia were left out. This fact is noted so that it will not be assumed that no funds were received by colleges within these states.

In one instance, a response from the State Bureau of Community Colleges indicated that community colleges were state-supported and, thus, no philanthropic gifts were solicited by these institutions. However, several institutions within this same state responded indicating substantial sums of money were received.

In reviewing the data for income from philanthropy for the 50 states, one should bear in mind that the response rate per state varied from 0 to as many as 67 institutions. Thus, average figures may be high or low depending on which institutions within a state chose to reply. Nevada is a good example, since only one public institution responded from the state. Hence, its total income for the state might be low, but its income per FTE is very high, $6,337.

Figure 3

COMPARISON OF PHILANTHROPIC
INCOME FOR INDEPENDENT JUNIOR COLLEGES
1960-63 and 1968-71

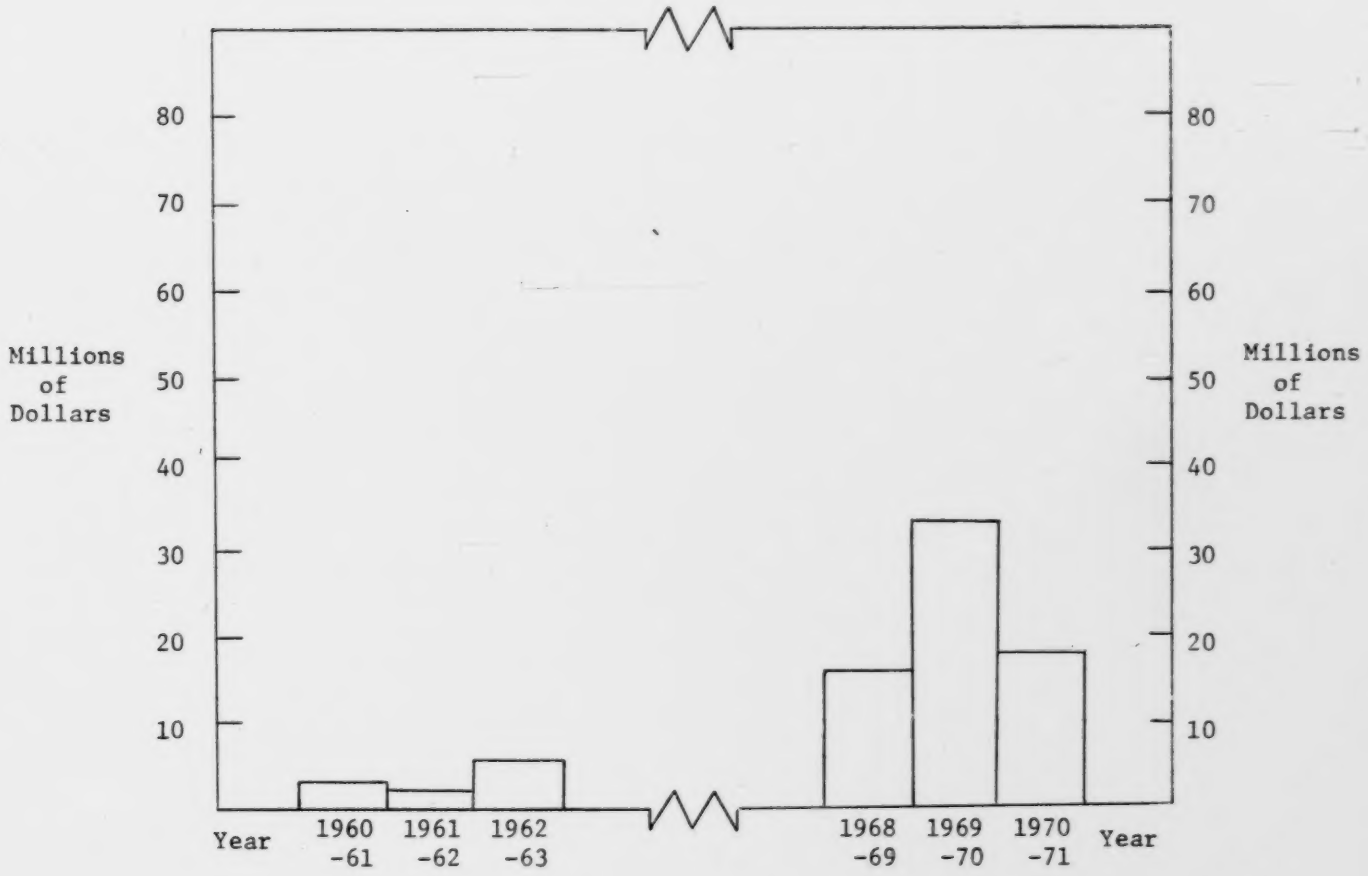


Figure 4

COMPARISON OF PHILANTHROPIC
INCOME FOR CHURCH RELATED JUNIOR COLLEGES
1960-63 and 1968-71

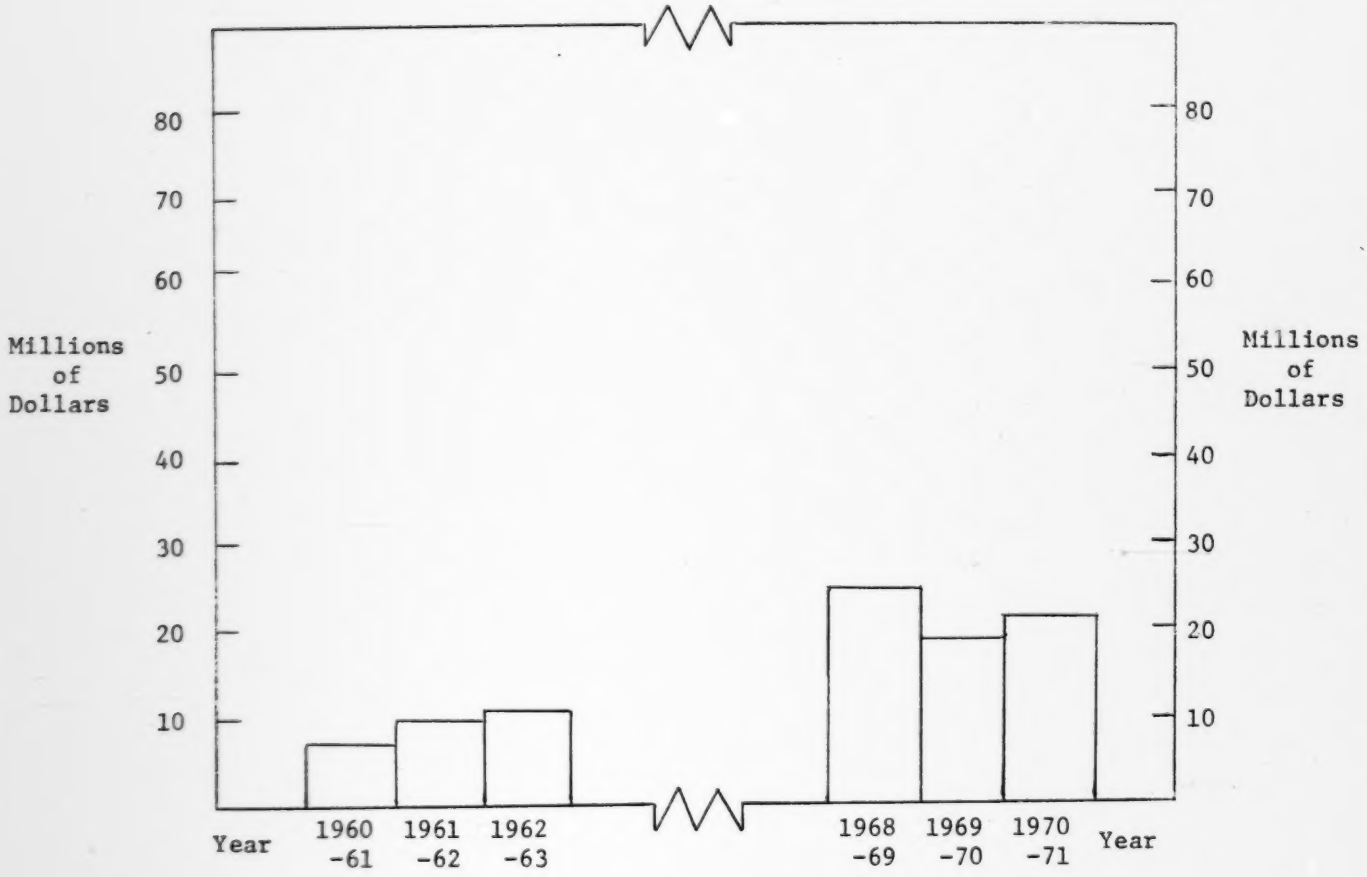
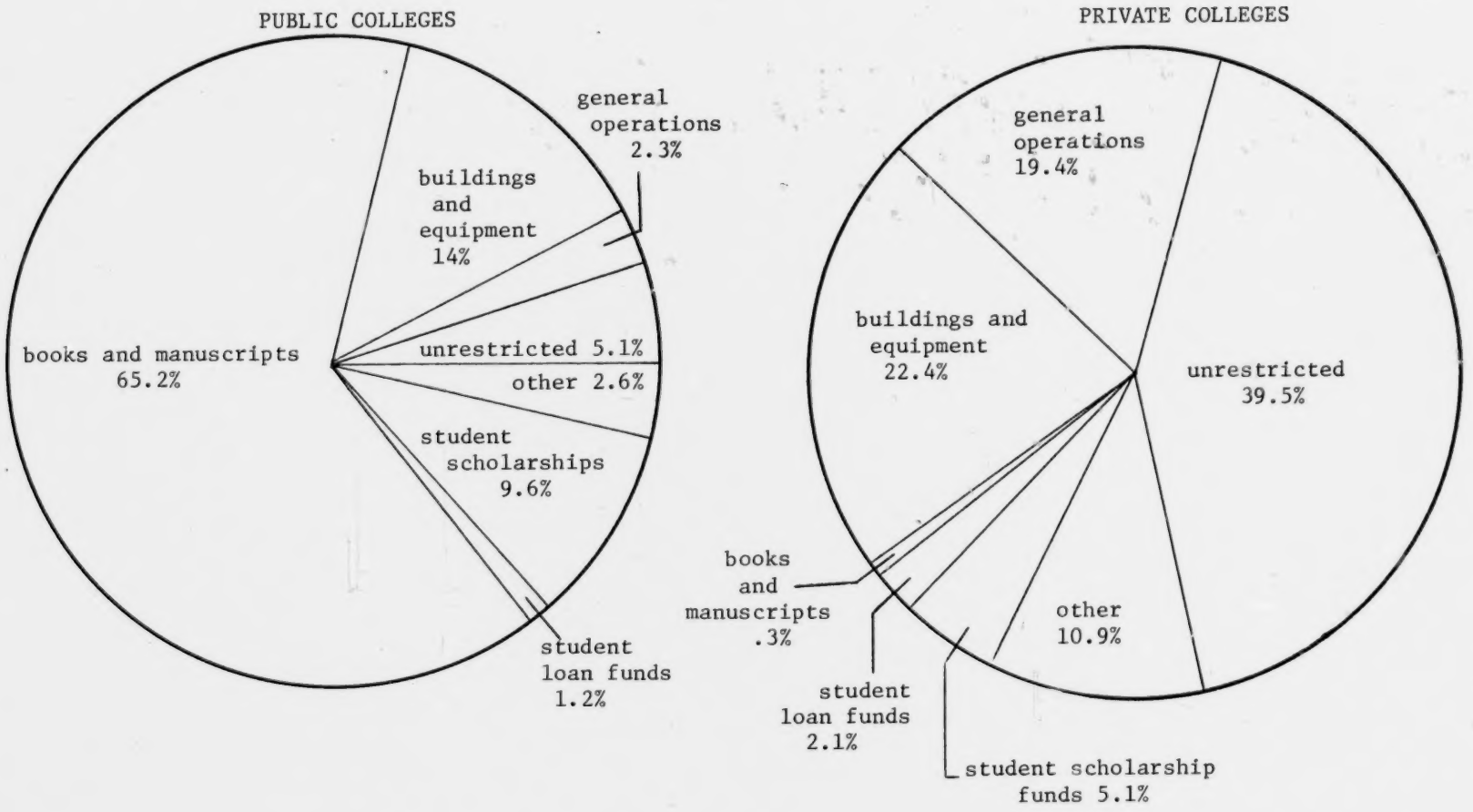


Figure 5

COMPARISON OF THE PURPOSE OF
GIFTS RECEIVED BY PUBLIC JUNIOR COLLEGES
AND PRIVATE JUNIOR COLLEGES
1968-71



DIMENSIONS OF FUND RAISING

Following the format of the 1965 Blocker, Bremer, and Elkins study, fund raising was evaluated using six criteria: (1) the employment of a development officer, (2) the existence of voluntary groups seeking support for the institution, (3) the existence of an Alumni Fund, (4) the existence of an alumni organization, (5) institutional membership in the American College Public Relations Association and (6) institutional membership in the American Alumni Council.

DEVELOPMENT OFFICERS

One-hundred-fifty public two-year institutions reported having individuals assigned full or part-time responsibility for fund raising. This figure represents an increase of 7 percent over the total in the earlier study. The productivity of these individuals appears to be dropping in that the amount of money per student received by these institutions decreased from an annual average of $50 to little more than $17, a drop of 62 percent.

The same pattern was indicated for the 396 public colleges without development officers. In the 1965 study 232 of these institutions received $11 per student while in 1968-71 they received only $6.47, a drop of 41 percent. It should be noted, however, that those public institutions with development officers are receiving 2.6 times as much income from philanthropy as the college without such individuals. The large increase in the number of students probably has a negative effect on the income figure.

Independent junior colleges and church-related junior colleges have reversed the pattern seen in public two-year colleges in that they have increased their income per student during the last five years. Within the two-year independent college category, 36 of the 52 respondents indicated that they employed a development officer. This represents an 8 percent drop in the number of independent colleges utilizing the services of a professional fund-raiser. Although fewer in number, these professionals appear to be doing a better job for the institutions they represent. During 1960-63, development officers reported receiving $233 philanthropic income per student; in 1968-71 they reported $256.48 income per student – an increase of 10 percent.

Independent junior colleges without development officers have also increased their per-student income since the earlier study. The 16 institutions responding indicated per-student income from philanthropy to be up 54 percent from $46 to $70.70. While this figure is a higher percentage increase than demonstrated in independent schools with development officers, it should be noted that institutions with development officers are producing 3.6 times more income per student than institutions without such individuals.

The most successful institutions in garnering philanthropic income for their students are the church-related junior colleges. This is a change since the 1960-63 study, since in that study independent colleges with development officers were out-producing their counterparts in church schools by $6 per student. The 1968-1971 data indicate the church schools with development officers are now garnering $460.40 per student which is more than twice as much as they were receiving before. The $460.40 per student income is more than $200 more income per student than independent colleges with development officers are receiving.

Two-year church schools without development officers are also doing quite well in the philanthropic market. These institutions are the second largest income producing group of all types of junior colleges, second only to church schools with development officers. More than $331 per student was reported by the 16 church-related two-year colleges without development officers taking part in the study. The $331 per student income represents an increase of 4.7 times the income reported in Blocker's earlier study by this group and 30 percent more per student income than independent colleges with development officers reported.

Based on present and past data, it would appear that development officers are valuable segments of a total development program. This is supported by the fact that in every instance colleges with professional fund raisers received more income per student – and in two of three cases substantially more income per student – than colleges without these professional services.

VOLUNTEER GROUPS

For the purpose of this study volunteer groups are defined as any group of individuals not specifically related to the college but actively seeking support for the institution. In most cases such groups would probably be made up of local citizens who support the college because of the educational opportunities it provides or programs it offers.

Volunteer support, like employment of development officers, appears to be a vital segment of an overall development program. One-hundred-seventy-four public two-year colleges reported that volunteer groups produced $15.63 per student income – down from $99 in the 1965 study – a drop to only 15.8 percent of the previous level of income. Still, when compared to public colleges without volunteer groups, these schools with such organizations received approximately 2.5 times more income per student.

The 372 public two-year institutions without volunteer groups for support received only $6.56 per student, which is $4.44 less than reported during 1960-63.

Volunteer group support for two-year independent colleges is substantially more effective than for public colleges. Sixty-six percent of the independent colleges reported having volunteer groups to assist in their development programs. On the average each group produced $282.43 income per student from philanthropic sources. Compared with the earlier data, volunteer groups demonstrated a 16 percent increase in effectiveness.

While volunteer groups working for independent colleges were recording an increase since 1960-63, those independent colleges without such organizations were suffering setbacks in this area; their income dropped from $61 in 1960-63 to $52.64 in 1968-71, a loss of 16 percent.

The combined gain for independent colleges with volunteer groups and loss for independent colleges without volunteer groups substantially increased the difference in per-student income between these two groups from 4 times more to 5.4 times more income for those independent colleges with volunteer groups.

Contrary to the other two categories of colleges, volunteer groups working for church-related institutions were not as successful as those church colleges not meeting this criterion. Fifty-six percent, or 29 of the church-related junior colleges, said volunteer groups were active on their campuses; 23 reported not having such groups. Volunteer groups working for church schools gathered $408.66 per student – over twice the amount received during the period 1960-63.

Church-related colleges without such organizations were even more effective. These schools brought in more than $462 per student, which represents 2.8 times the income received in 1960-63. Colleges with no volunteer groups received 14 percent – $54 per student – more income than was received by colleges with volunteer groups.

It should be noted that the church-related two-year colleges not having volunteer groups received the largest per-student income for all groups of institutions with and without volunteer groups. Church-related schools and independent junior colleges meeting the criteria ranked two and three in that order.

AN ALUMNI FUND

An Alumni Fund is a fund to generate repeated annual giving by graduates of an institution. Only 40 public junior colleges reported having an Alumni Fund. In the 1965 study, 11 percent of the public colleges indicated that they had Alumni Funds. This number is now down to only 8 percent of the public colleges. The decrease is probably due to the large increase in new public junior colleges.

An Alumni Fund at a public college does not appear to be an effective aid to the development program. The 506 public colleges not having an Alumni Fund reported $70.23 more income per student than public colleges with a Fund. The public colleges without an Alumni Fund received $87.71 per student, while those public colleges with a Fund received only $17.48 per student. The $17.48 is almost $10 less per student than Alumni Funds generated five years earlier for public junior colleges. The public colleges not meeting the criteria, that is not having an Alumni Fund, have increased their reported income during 1968-71 by five fold.

Private colleges demonstrated the more expected pattern on this criterion. Like their four-year college counterparts, independent and church-related colleges with Alumni Funds received more support than those colleges without such accounts. Twenty-eight independent colleges with Alumni Funds received income of $302.32 per student contrasted to only $105.52 per student for

the institutions without Alumni Funds. Independent colleges increased their per-student income from $210 in 1960-63 to $302.32 in 1968-71, a gain of 44 percent.

Since the earlier study, independent colleges without Alumni Funds increased their income from $54 per student to $105.52, which decreased the ratio of income per student for independent colleges with criteria over independent colleges without criteria from approximately four to one in 1960-63 to three to one in 1968-71.

As in most instances, church-related colleges meeting the criteria received the largest per-student income of all categories. Sixteen church-related two-year colleges received an income per student of $537.40 This amount represents 2.5 times the income reported in Blocker's earlier study for this group of colleges. However, a much smaller number of colleges (16) was involved in this category compared with the prior study when 57 church-related colleges reported having Alumni Funds.

Alumni Funds generated more than $200 more income per student for their institutions than those church-related institutions which did not meet the criteria. Church-related colleges that did not have an Alumni Fund did raise their per-student income to ten times what it had been in 1960-63. This amounted to $331.23 per student.

Generally speaking, alumni funds appear to be an effective fund-raising technique for two-year colleges, especially private ones. In relation to public colleges this may not be the case, but before discarding this fund-raising technique, the situation needs to be more carefully analysed.

ALUMNI ORGANIZATIONS

Fifty public two-year colleges have been added to the list of public institutions having an alumni organization since Blocker's earlier report bringing the current total to 194. Once again, the public colleges meeting criteria reported a sharp drop in income per student when compared to the prior data. From $26 in 1960-63, the income per student dropped to $9.99 for public two-year colleges with alumni organizations. However, there was a 34 percent greater income per student for two-year colleges with alumni organizations, than for non-criterion schools in the public sector.

The non-criterion public schools, of which there were 352, did indicate an increase in per-student income of $1.65, which amounts to approximately a 20 percent increase.

Here, too, private colleges reported increases in income, modest in some instances and more substantial in other. Independent colleges with alumni organizations gained $17 per student. Non-criterion independent schools showed a more substantial rise of $79 per student. However, independent colleges with alumni organizations still hold the edge in per-student income of $235.18 compared to $128.44 for independent schools without such groups.

The $434.67 per-student income generated by church colleges with alumni organizations almost doubles that of criterion-meeting independent schools. Although only one additional church-related two-year college instituted an alumni organization during the period between studies, income per student for this group rose from $220 to $434.67.

Only 10 church-related two-year colleges, down from 45 in 1960-63, said they did not have alumni organizations. Reported income per student for this group rose more than 250 percent from $141 to $358.27.

Church schools with alumni organizations produced more income than non-criterion church schools by $76 per student.

In every instance, colleges having alumni organizations received more income than their counterparts not meeting criteria. Since no statistical procedures were performed on the data, it cannot be said that the $1.65 difference between the public college groups with and without alumni organizations is significant, but the difference is in a positive direction. It does appear that alumni organizations are useful tools for fund raising as well as providing other kinds of support for the institutions.

MEMBERSHIP IN THE AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION

Membership in ACPRA appears to have an inverse effect upon fund-raising activities. Those schools which have no membership in ACPRA consistently received more money than those who were members of the organization.

One hundred-eleven public two-year colleges indicated that they maintained a membership in the Public Relations Association. This number represents a 500 percent increase in membership over the previous study. As in the previous discussion of the utilization of alumni organizations, per-student

income for public colleges with membership in ACPRA is down more than 50 percent from $17 to $8.35.

Non-member public colleges have experienced the same pattern of falling income, although the drop is approximately 40 percent from $18 to $10.95.

In both studies, the income per student was higher for non-member public institutions than member institutions. The 1960-63 data indicated that colleges without ACPRA membership received $18 income per student compared to $17 for colleges who were members of the organization. Present data show a $10.49 per-student income for colleges without membership in ACPRA compared to an $8.35 income per student for public junior colleges that do have membership in ACPRA.

Income per student is down from the previous study for ACPRA member independent two-year colleges, too. In 1968-71, 20 ACPRA member independent colleges reported $188.93 income per student, which is approximately $19 less than was reported by 32 institutions belonging to ACPRA during the period 1960-63.

Independent institutions without membership in ACPRA, 32 of which participated in the study, generated $213.72 income per student. Compared with independent institutions meeting criteria, this difference represents 14 percent greater income for the non-member independent colleges. When one realizes that the average enrollment for independent colleges in the study is 782 FTE, the difference in income is sizeable, in this instance, $19,385.

Unlike independent colleges meeting criteria, non-criterion independent institutions raised their income per student since the previous study by 53 percent from $140 to $213.72.

Church-related junior colleges experienced the same funding pattern in relation to ACPRA membership as did public and independent institutions. In 1968-71 colleges meeting criteria received $412.68 per student, and those not maintaining membership in the organization reported $439.97, a difference of $27.29 in favor of non-member schools.

The percentage of schools joining ACPRA increased during the period between studies by 5 percent. In both cases, church schools increased their per-student income during the interim between studies. Member schools raised their income 60 percent; non-member church schools raised their income by 293 percent.

Membership in ACPRA is the only criterion measure that demonstrates such a seemingly negative relationship to fund raising. This interpretation is not as clear-cut as it may appear, however, because of certain techniques used in data compilation. The authors suggest that the section on "Limitations of Data" be read before judgments are made.

Another factor to consider is that the American College Public Relations Association has broader objectives than those specifically related to fund raising. The other criterion measures used in this study are more directly concerned with fund raising. Further, this occurrence may be an artifact, in that junior colleges having difficulty organizing a development program may have turned to ACPRA for assistance, while those colleges having a sound fund-raising program did not need any help.

MEMBERSHIP IN THE AMERICAN ALUMNI COUNCIL

Membership in the American Alumni Council (AAC) reflects a differential relationship to fund raising for various types of colleges. Similar to the pattern observed when examining the Alumni Fund, church-related colleges with membership and independent colleges with membership in AAC reported greater income per student than their non-member counterparts. On the other hand, AAC member public colleges showed less income per student.

Twenty-nine public colleges reported income per student at $6.58, which is substantially less than the $117.06 reported by the 517 non-member respondents.

Independent colleges belonging to AAC, however, reported very favorable results in their fund raising. These schools listed a three to one ratio of income per student over schools without such a membership. Member schools were receiving $351 to every $106 received by non-criterion institutions.

In comparison with the 1960-63 study, income per student increased from $205 to $351 for independent colleges maintaining AAC memberships. Those institutions without memberships reported a drop in income from $168 to $106.

Again, the church-related colleges are the biggest income producers of the total group. Those with criteria are receiving $446 per student or more than 15 percent more than the non-AAC church institutions, whose income per student is $397.

Income for both groups of church-related institutions is greater in 1968-71 than was reported in the 1960-63 data. Church-related two-year colleges with AAC membership and non-AAC member institutions indicated increases in per student income of 180 percent and 144 percent, respectively.

OVERALL OBSERVATIONS

In every instance, public junior colleges meeting one of the criteria suffered a decrease in income per student when compared to the income per student reported by the corresponding group of public junior colleges in the earlier study.

Church-related colleges meeting criteria demonstrated an opposite pattern, that is, income per student increased in 1968-71 compared to the income per student reported by the corresponding group of church-related colleges.

Independent colleges meeting criteria reported the same pattern for student income as church-related schools meeting criteria, except in their relationship with ACPRA, in which income per student decreased approximately 9 percent.

The only consistent pattern among colleges not meeting criteria is with church-related two-year institutions, which demonstrated positive gains in income per student on every criteria.

Figure 6 lists the six criteria and the groups of institutions meeting and not meeting criteria. The positive (+) or negative (-) sign represents the nature of the relationship between institutional categories based on meeting or not meeting criteria and the amount of philanthropic support received when compared to the 1960-63 data. For instance, public two-year colleges meeting criteria in 1968-71 received less income per student on every criterion than was received in 1960-63.

Figure 7 is an indication of whether colleges with criteria were receiving more income per student than colleges that did not meet criteria. If the institutions meeting criteria are receiving more income per student than those not meeting criteria, plus (+) signs appear in the appropriate cell. If, on the other hand, negative (-) signs appear under colleges meeting criteria, then, schools not meeting criteria are receiving greater income per student.

According to Figure 7, two of the six criteria, employment of development officers and existence of alumni organizations, relate positively to fund raising for every type of institution. While correlation does not mean causation, the number and kinds of situations in which it occurs encourages the authors to say that these criteria are essential for a good systematic development program.

The use of an Alumni Fund related positively for fund raising programs in independent colleges.

Volunteer groups appear to be helpful for fund raising programs in public and independent colleges.

Membership in the American Alumni Council seems to be helpful for development programs in private junior colleges but not for public two-year institutions.

While the number and kind of situations in which Alumni Funds, Volunteer Groups, and Membership in the American Alumni Council relate positively to fund raising are not as numerous or as inclusive as for the two criteria previously discussed, the net effect of these individual criteria is sufficiently positive for the authors to suggest that their merits be scrutinized for applicability to individual institutions. It appears that the three may be useful, especially in specific kinds of institutions.

FIGURE 6

Comparison Of Income
Received By Type Of College On Each Criterion
Between 1960-63 And 1968-71

	Colleges with Criteria			Colleges without Criteria		
	Public	Independent	Church-Related	Public	Independent	Church-Related
Development Officers	-	+	+	-	+	+
Alumni Organizations	-	+	+	+	+	+
Alumni Fund	-	+	+	+	+	+
Volunteer Group	-	+	+	-	-	+
American Alumni Council	-	+	+	+	-	+
American College Public Relations Association	-	-	+	-	+	+

FIGURE 7

Comparison Of the Effectiveness Of Colleges
Meeting Criteria And Colleges Not Meeting Criteria
1968-71

	Colleges With Criteria			Colleges Without Criteria		
	Public	Independent	Church-Related	Public	Independent	Church-Related
Development Officers	+	+	+	-	-	-
Alumni Organization	+	+	+	-	-	-
Alumni Fund	-	+	+	+	-	-
Volunteer Groups	+	+	-	-	-	+
American Alumni Council	-	+	+	+	-	-
American College Public Relations Association	-	-	-	+	+	+

ANALYSIS OF SOURCE AND TYPES OF GIFTS AS RELATED TO THE SIX DIMENSIONS OF FUND RAISING

Tables 28 through 39 are specific comparisons of the kinds and sources of philanthropy received by the three categories of junior colleges as they relate to the six criterion measures. The previous discussion has centered on total income per student as it is related to the six criterion; the following discussion will deal with a more specific analysis of the data in terms of specific sources of income and specific types of gifts.

The data was compiled so as to compare the kinds of gifts received by public, independent, and church-related junior colleges on the basis of annual income per student as related to the six criterion measures. Based of these data one can determine the relative importance of certain types of gifts.

DEVELOPMENT OFFICERS

For instance, it was shown that public junior colleges with development officers received 53.5 percent of their income from cash gifts and another 30.8 percent of that total philanthropic income came from gifts of land. Cash gifts and gifts of land generate $9.18 and $5.28 per student respectively, for public institutions with development officers. Cash gifts to public institutions with development officers exceed cash gifts to schools without such individuals by more than two to one while gifts of land to these two categories of institutions exceed a five to one ratio, $5.28 income per student for schools with development officers, and $.89 income per student for colleges without professional fund raisers.

Private education's two biggest categories of philanthropic income for colleges with development offices are cash and securities. Independent colleges with development officers report that $102.24 is received in cash per student and $124.94 per student is received in stocks and bonds. Non-criteria independent colleges receive only $67.77 per student and $.22 per student respectively from these two categories.

Stocks and bonds and cash gifts account for 96 percent of philanthropic income received by independent junior colleges having development officers. Without professional fund raisers, independent colleges receive 97 percent of their income from these same two categories. Unlike independent colleges church-related junior colleges with development officers receive the overwhelming majority of their philanthropic income per student from cash - $394.11 per student - or 86 percent of the total. Stocks and bonds are the second major income category for church-related junior colleges producing 10 percent or $43.43 per student for a combined total of 96 percent.

Cash gifts in dollars per student for independent colleges with development officers and church-related schools with development officers were 1.8 times and 567 times greater than the income per student for independent and church-related junior colleges without development officers.

Gifts of buildings were the lowest income producers for all types of colleges with development officers.

Development officers from public colleges had their greatest success soliciting funds from corporations and businesses, garnering an average per student of $4.68. Professional fund raisers from private colleges had better success with individuals who were non-alumni. Non-alumni gave $137.05 per student to independent junior colleges and $176.90 per student to church-related colleges.

Somewhat surprisingly, however, non-alumni ranked ahead of religious denominations in support of church-related institutions with development officers. Church development officers were able to solicit $129.48 per student from denominational philanthropies which is $47.42 less than received from non-alumni.

Interestingly, religious denominations were the largest supporters of independent two-year colleges without development officers. Religious denominations gave more than $44 per student to independent colleges without development officers.

An average of $154.81 per student was given to church schools with professional fund raisers. The support of church-related junior colleges by religious denominations is greater for church schools without development officers than it is for those institutions with such individuals. The difference amounts to $25.33 more income per student for church-related

junior colleges without development officer.

It should be noted that cash income per student for every category of institution with and without development officers had dropped since the previous study. The only exception was independent colleges without development officers, and their cash income was up 77 percent. Decreases in cash income were noted for all other categories ranging from a drop of 6 percent for public colleges without development officers to a drop of 64 percent for public colleges with development officers.

ALUMNI ORGANIZATIONS

The type of gifts received by junior colleges when related to the existence of alumni organizations reflects the same pattern as viewed in the previous discussion. Cash gifts are the primary source of income for all schools with and without alumni organizations.

Public colleges with alumni organizations, received $6 05 per student, independent colleges received $104.25 per student, and church-related institutions received $367.79 per student from cash income.

Gifts of stocks and bonds provided $15 more income than cash gifts for independent colleges with alumni organizations. Securities ranked second behind cash gifts for public colleges and church-related colleges, accounting for $1.83 per student and $35.99 per student, respectively.

No consistency was evident for the second largest income source for non-criterion institutions. Since the earlier study, the amount of income per student from cash gifts decreased for public and private institutions, with or without alumni organizations.

Generally the large income producing types of gifts, cash and stocks, were much larger for colleges with alumni organizations. The only exception was a $6 difference in cash gifts in favor of independent colleges without alumni organizations.

Corporations were the major supporters of public institutions with alumni organizations. Public colleges with alumni organizations received $2.71 per student from corporations. Private junior colleges having alumni organizations relied on non-alumni as their primary source of support receiving $134.76 from non-alumni. Church-related colleges which had alumni organizations averaged $155.89 per student from non-alumni, which is 16 percent more income than was received by independent junior colleges.

No consistent pattern of sources of gifts was discernable for the non-criterion colleges. Alumni were the least generous group of supporters for private colleges without alumni organizations and ranked fifth out of six in support of public institutions in the non-criterion category.

ALUMNI FUND

An Alumni Fund is a fund designed to generate recurrent giving from graduates of an institution. Using the existence of an Alumni Fund as the criterion measure, cash gifts ranked number one as the major source of support in five of six instances. The exception was that public junior colleges without Alumni Funds received six time more income per student than public junior colleges with such Funds. Public two-year colleges without an Alumni Fund received $51.65 per student while public junior colleges with a Fund received only $8.36 per student.

Gifts of buildings produced the least amount of income per student for private colleges with Alumni Funds and for public and independent colleges without funds. In none of these instances did the income per student exceed $1.40.

Further analysis shows that for every type of gift, income per student for public colleges without Alumni Funds was higher than for public institutions with a Fund. A completely reversed pattern was observed for independent colleges. For each type of gift , i.e., cash, land, building, etc., independent colleges with Alumni Funds received considerably more income per student than independent colleges without a Fund. Upon examination of church-related colleges, these neat positive and negative patterns disintegrated. In this case income per student from cash, land, and securities was higher for church colleges meeting criterion, but income per student from buildings and from the "other" source were lower for church colleges meeting criteria.

Non-alumni remain the primary source of income for private colleges with Alumni Funds. Business is number one contributor for public institutions with an Alumni Fund. The ratio of income per student for church-related, independent, and public colleges with Alumni Funds, from their respective primary type of gifts, is 47 to 37 to 1, respectively.

Although corporate support has been the primary source of income for public colleges meeting criterion, actual dollar volume has been appreciably greater in support of private junior colleges. Four and

five times as much income per student was given to independent colleges and church-related schools with Alumni Funds.

VOLUNTEER GROUPS

Cash gifts are the dominant type of income for every type of institution with and without volunteer groups. For the institution with volunteer groups, cash gifts account for 53 percent of the income for public colleges, 49 percent of the income for independent colleges, and 93 percent of income for church-related colleges.

Except for church-related colleges, schools not having volunteer groups receive an ever greater percentage of their total income from cash gifts. Sixty-five percent of income for non-criterion public colleges and 86 percent of income for non-criterion independent colleges came from cash gifts. Income from cash gifts for church-related colleges drops from 93 percent for criterion colleges to 74 percent for church schools without volunteer groups. Gifts from religious denominations make up the 19 percent difference for church-related institutions without volunteer groups.

Although a change in the importance of cash gifts was noted for independent colleges with volunteer groups, the source of the cash did not change; non-alumni still rank first as the primary contributor to private education.

Although the percent of corporate gift income to public colleges with volunteer groups is down 22 percent, business remains the largest contributor to these institutions. Corporate gifts to private junior colleges with volunteer groups has also dropped, but only 17 percent. Corporate support for public colleges without volunteer groups equals only 27 percent of the total income for public criterion schools.

Independent colleges with volunteer groups are receiving 26 times the income per student that is given to independent colleges without volunteer groups. On the other hand, church-related colleges are receiving 41 percent less per student than the church-related colleges not having volunteer groups.

AMERICAN ALUMNI COUNCIL

Cash gifts are again the primary type of philanthropy to colleges having membership in the American Alumni Council, except for AAC memberships in the independent colleges. Public colleges with AAC memberships completely reversed their income pattern since the previous study. In 1960-63 public colleges with AAC memberships collected $17 per student; the two-year public colleges who were not members received $8 per student. Current data indicate that AAC members in the public sector get only $6.15 per student and non-members get $65. This is not altogether unexpected since in earlier discussion the authors pointed out that an inverse relationship exists between AAC and fund raising in public institutions.

Although income per student is down 64 per cent in the public sector for colleges with AAC membership, it is up 800 percent for colleges without membership in the AAC.

In addition, it can be noted that cash gifts are the only type of philanthropy for public junior colleges with AAC membership that provided more than $.50 income per student.

Independent colleges with memberships in the American Alumni Council depended on cash gifts and stocks and bonds for 96 percent of their philanthropic income. These same types of gifts accounted for 94 percent of the income for non-member independent colleges. Colleges with memberships received $351 per FTE student more than three times the $106 student income which was received by non-member independent institutions.

Church-related colleges that were members of the Alumni Council received $44 more income per student in this study than in Blocker's earlier study. Non-AAC member church colleges suffered a loss of $224 per student. Cash gifts were the only significant type of income for AAC member church colleges but four types of gifts – cash, stocks and bonds, land, and "other" – were important to the non-member church-related college income.

When looking at the source of income as it relates to membership in the American Alumni Council, some changes have occurred in the patterns described for the other criteria previously discussed. For instance, public colleges meeting criteria had received most of their gifts from corporations; this is no longer true. The "other" category was dominant although the income per student contributed from this source was only $1.02 per student. In this instance, corporations ranked third, providing only $.75 income per student. Every source of gifts for non-criterion public colleges was contributing more income per student than the highest contributor for criteron colleges.

Independent colleges and church-related colleges having membership in AAC did continue to receive the majority of their income per student from

non-alumni getting $228.05 and $155.46, respectively. In both instances, the income per student had increased since the earlier study, 204 percent for independent colleges with AAC affiliations and 5 percent for church-related junior colleges with AAC memberships.

Probably the most distinguishing feature about the sources and types of gifts for public colleges as they relate to the American Alumni Council, is the small amount of income per student. This is, of course, related to the relatively negative relationship between income per student and AAC membership for public colleges.

AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION

Because of its inverse relationship to income, colleges having membership in ACPRA also received very small amounts, comparatively speaking, for most types of gifts. However, the patterns remain mostly compatible with those established when discussing the other criteria.

Cash gifts, for instance, are still the primary type of philanthropy in five of six types of institutions. Income per student in all five of these categories has dropped since the earlier study, from as little as 9 percent to as much as 64 percent. Interestingly, independent colleges with ACPRA membership reported their largest contributors to be religious denominations while church-related colleges with ACPRA membership still reported more income per student from non-alumni. Religious denominations were a distant second in support of ACPRA member church schools, contributing $41 less per student than non-alumni.

Religious denominations were by far the largest supporters of church-related colleges not having membership in ACPRA; churches gave these institutions $192.40 per student. Non-alumni were the second largest supporters of this same group of schools, providing income of $152.71 per student.

COLLECTIVE DESCRIPTION OF TYPES AND SOURCE OF GIFTS

From Figure 8 it can be seen that cash gifts are the most important type of gifts to junior colleges, both previously and currently. Gifts occupying secondary, tertiary, and lower ranks did show appreciable changes.

Gifts of buildings had been considerably more important in the 1960-63 study, occupying the second place of importance for public and independent colleges and third for church-related schools. Current data show the importance of gifts of buildings have dropped to last place for private colleges, and to fifth place for public colleges.

Gifts in the "other" category dropped in rank in private education and remained fifth out of five for public junior colleges.

On the other hand, the importance of land gifts rose to second place for public colleges and rose from last to second for independent colleges. Gifts of land did not make up a major portion of the gifts to church colleges but it did rise in importance from sixth to fifth place since the previous study.

In 1960-63 it was apparent that each type of institution – public, independent, and church-related – had developed its own particular source of philanthropic support. Public colleges were getting most of their gifts from foundations; independent colleges were getting most of their support from non-alumni; and church colleges were getting most of their support from religious denominations.

Sources occupying the first four contributor positions have reversed their order since the 1963 study. Corporations and foundations have reversed their level of importance as did non-alumni and the "other" category.

Independent two-year colleges recognized a good thing and continued to seek out non-alumni contributors. However, independent colleges also began to tap the foundations and alumni while lessening the amount of attention given to corporate prospects.

Church-related junior colleges also began to concentrate on non-alumni and were sufficiently successful to raise this group of contributors to their number one group of supporters. Still a large proportion of support continued to emanate from religious denominations. Foundation and alumni giving did not provide a large amount of support to church-related junior colleges in either study.

FIGURE 8

Changes In The Rank-Ordering Of Types Of Gifts To Junior Colleges Meeting Criteria 1960-63 To 1968-71

Public Colleges Meeting Criteria		Independent Colleges Meeting Criteria		Church-Related Colleges Meeting Criteria	
1960-63	1968-71	1960-63	1968-71	1960-63	1968-71
1. cash	cash	1. cash	cash	1. cash	cash
2. buildings	land	2. buildings	land	2. other	stocks
3. land	stocks	3. other	stocks	3. buildings	other
4. stocks	buildings	4. stocks	other	4. stocks	land
5. other	other	5. land	buildings	5. land	buildings

FIGURE 9

Changes In The Rank-Ordering Of Sources Of Gifts To Junior Colleges Meeting Criteria 1960-63 To 1968-71

Public Colleges		Independent Colleges		Church-Related Colleges	
1960-63	1968-71	1960-63	1968-71	1960-63	1968-71
Foundations	Corporations & Business	Non-Alumni	Non-Alumni	Religious Denominations	Non-Alumni
Non-Alumni	Other	Corporations & Business	Foundations	Non-Alumni	Religious Denominations
Other	Non-Alumni	Foundations	Alumni	Other	Other
Corporations & Business	Foundations	Alumni	Corporations & Business	Corporations & Business	Corporations & Business
Alumni	Alumni	Other	Other	Alumni	Foundations
Religious Denominations	Religious Denominations	Religious Denominations	Religious Denominations	Foundations	Alumni

SUMMARY

In analyzing the data from 650 public and private junior colleges, the authors found that philanthropic gifts to junior colleges has increased to more than 4.3 times the amount reported in 1960-63 by Blocker, et al.

Five hundred forty-six public institutions indicated that they received an annual average of $85,450. Of these 546 public junior colleges, 175 public institutions reported no philanthropic income whatsoever — this amounts to 32 percent of the responding institutions.

Fifty-two independent colleges reported an average annual income of $414,139 per school, almost five times the income received during the period 1960-63.

Fifty-two church-related junior colleges reported an income of $22,157,400 per year and an institutional average of $426,104 per year.

In examining the data the authors looked at income per student as it related to six criteria: 1) the employment of development officers, 2) the existence of alumni organizations, 3) the existence of an Alumni Fund, 4) the existence of volunteer groups that seek support for the institution, 5) institutional membership in the American Alumni Council, and 6) institutional membership in the American College Public Relations Association. Colleges were divided into six groups: public junior colleges, independent junior colleges, and church-related junior colleges, depending on whether they did or did not meet the criterion measure. These results were then compared internally as well as with results obtained in the 1965 study by Blocker, et al, using the same criteria.

Two of the criteria, employment of development officers and existence of alumni organizations, demonstrated a positive relationship with fund raising for all three types of institutions that met criteria.

Three other criterion measures, existence of an Alumni Fund, existence of volunteer groups, and membership in the American Alumni Council, demonstrated positive relationships for two out of three types of institutions.

Membership in the American College Public Relations Association was inversely related to fund raising.

Types of gifts were categorized as: 1) cash gifts, 2) gifts of land, 3) gifts of buildings, 4) stocks and bonds (securities) and 5) other.

Sources of gifts were separated into six categories: 1) alumni, 2) non-alumni, 3) corporations and business, 4) religious foundations, 5) foundations, and 6) other. Explicit definitions of each source of gifts may be found in the appendix.

Cash gifts accounted for the largest proportion of income of the various types of gifts. The types of gifts ranking second and third, varied with type of college. Rank-ordering the gifts indicated a change of pattern in giving from the earlier study.

Current data suggest that corporations and business are the largest contributors to public junior colleges, but non-alumni provide the most support to private junior colleges. Changes in benefactors were also noted from the earlier data.

The reader should keep in mind that the data is presented from a conservative viewpoint as indicated in discussion of the limitations of the data. Had the authors excluded a large number of responses, which were included, the data relating to the criteria would be of a more positive nature.

A further point that should be considered is that the authors' figures represent dollar volume. In actuality, the value of the dollar declined from 1960-71, and thus the figures should have been multiplied by a figure that would account for inflation during the ten year period. A substantial increase in the philanthropic support of junior colleges would still be apparent but the magnitude of the increase would not have been so large.

IMPLICATIONS

It was obvious that philanthropic support to education had increased substantially during the period of time that elapsed between the earlier study by Blocker, et al, and the present one. The Council for Financial Aid to Education noted that voluntary support increased from $760 million in 1958-59, to about $1.57 billion in 1967-68. The Council also noted that in the one year period from 1966-67, philanthropy to junior colleges increased 4.3 percent. Our own data show substantially larger changes, both positively and negatively, over the duration of the study.

While public junior colleges were suffering decreases in their income of 289 percent, the independent junior colleges were establishing a 483 percent increase, and church-related junior colleges were experiencing a 370 percent increase. Therefore, it appears that public junior colleges have not yet begun to actively move toward implementation of a well-organized systematic development program. This suggestion is supported by the fact that 175 of the public junior colleges responding in the current study indicated that they did not actively seek such funding. Further, one state department of education indicated that because of public funding, the community colleges in its state were not allowed to solicit private support.

The data suggest that perhaps junior college philanthropy had a peak year in 1969-70. During that year $132,160,900 was reportedly received. This represents a 90 percent increase over 1968-69. However, 1970-71 figures showed a 46 percent drop over the previous year. Although this large drop did occur, 1970-71 did show an increase of 8 percent over the 1968-69 year.

Reasons for the drop in philanthropy were pointed out by the November 22, 1971 issue of the *Chronicle of Higher Education*. At that time the *Chronicle* reported a decrease of $35 million in the amount of philanthropic support provided by corporate and business interests. According to the same newspaper report, this drop in funding was due to the sluggish economy prevalent at the time.

An inference can be drawn from the article that a bullish economy will rekindle the surge of philanthropic giving. Support for this position is offered by Hayden W. Smith in a discussion relating philanthropic giving to the Gross National Product (GNP). Mr. Smith assumes that GNP will continue to grow at a rate of 4 percent and also that the relationship between national income and total philanthropy will remain at approximately the 1968 level of 2.23 percent. Based on this percentage, he speculates that $33 billion will be given for all philanthropy in 1980, and that higher education's share will be about $3.6 billion. This is a conservative estimate on Mr. Smith's part, but assuming he is correct, and assuming that junior colleges will continue to receive one to two percent of the total higher education philanthropy dollar, then two-year colleges can count on about $54 million a year in support.

Since the junior colleges will probably be increasing their efforts in the development area, and because data from this study indicate the two-year colleges have already been over the $100 million mark in one year, the authors feel that this projection is too low.

The authors feel that the philanthropic outlook is good and that systematic development programs can assist junior and community colleges in meeting their financial needs.

LIMITATIONS OF THE DATA

The authors primary interest in replicating the earlier study by Blocker, Bremer, and Elkins was to determine how much income was being received by junior colleges of all types from philanthropic sources. Therefore, if data was complete for the income section of the questionnaire, the questionnaire was included in the study even though other sections may have been incomplete.

In numerous instances, the section of the questionnaire dealing with the source of the gifts and its intended purpose was improperly filled out or left blank by the respondent. When this situation occurred, the authors completed the sections of the survey pertaining to source and type of gifts when it could be done with accuracy. When accuracy could not be guaranteed that section was left as is, and no data was coded or entered into the computer.

Therefore, the income per student data as it relates to source of gift and purpose of gift is probably lower than it should be. The degree that this affected this data is unknown.

The data relating to amount of income and income per student is very good, that which discusses income from specific sources, or for specific purpose is less reliable.

However, it is the authors' opinion that the data relating to source of gifts and purpose of gifts is sufficiently reliable to indicate trends of giving especially in the private sector.

Data relating to the types of gifts is also very reliable. Therefore, statements about amounts of cash gifts, gifts of land, etc. are very accurate.

One additional point about data compilation should be made. When the answers to the questions regarding the six criteria were coded, all non-responses or blanks were coded as not meeting the criteria. Therefore, the data presented regarding the six criteria may be more conservative than is actually the case.

For instance, in the discussion of the relationship of ACPRA and income per student the authors noted that there appeared to be a negative relationship between these two variables as indicated by the data. However, when the blank responses were deleted from the groups not meeting criteria, the independent college category shifted to a positive relationship with those institutions meeting criteria receiving $232 more income than non-criteria independent colleges.

With the blank responses deleted no change of direction was noted for volunteer groups.

Exclusion of the blank responses did change the negative pattern to a positive one for both the American Alumni Council and the existence of an Alumni Fund as it related to public colleges.

All other categories remained the same.

No statistical operations were performed on the data.

TABLE 1

PHILANTHROPIC SUPPORT RECEIVED BY JUNIOR COLLEGES

IN 1960-63 AND 1968-71

Year	546 Public Colleges	Amount/ College	52 Independent Junior Colleges	Amount/ College	52 Church-Related Junior Colleges	Amount/ College
1968-69	$27,616,200	$ 50,579	$15,014,100	$288,732	$24,273,600	$466,800
1969-70	81,323,500	148,944	31,201,600	600,030	19,635,800	377,611
1970-71	31,027,400	56,826	18,389,900	353,651	22,562,800	433,900
Year	294 Public Colleges	Amount/ College	54 Independent Junior Colleges	Amount/ College	87 Church-Related Junior Colleges	Amount/ College
1960-61	$ 4,922,648	$ 16,743	$ 3,861,800	$ 75,515	$ 8,204,383	$ 94,303
1961-62	5,644,143	19,266	3,335,362	61,766	10,309,502	118,500
1962-63	8,417,186	28,630	6,692,865	123,942	11,559,635	132,869

TABLE 2
PURPOSE OF GIFTS RECEIVED BY PUBLIC JUNIOR COLLEGES

1968-71
(546 Colleges)

Purpose of Gifts	Average Annual Amount	% of Total Average Annual Amount	Average Annual Amount/College
Unrestricted	$ 1,322,833	5.1	$ 2,422
Restricted:			
A. General Operations	599,166	2.3	1,097
B. Buildings & Equipment	3,606,200	14.0	6,604
C. Books & Manuscripts	16,845,033	65.3	30,851
D. Student Loan Funds	311,100	1.2	569
E. Student Scholarships	2,442,933	9.5	4,474
F. Other	688,666	2.6	1,261
Total	25,815,931	100.0	42,278

1960-63
(294 Colleges)

Purpose of Gifts	Average Annual Amount	% of Total Average Annual Amount	Average Annual Amount/College
Unrestricted	$ 471,087	10.4	$ 1,602
Restricted:			
A. General Operations	312,133	6.9	1,062
B. Buildings & Equipment	2,921,079	64.5	9,936
C. Books & Manuscripts	47,630	1.1	162
D. Student Loan Funds	85,609	1.9	291
E. Student Scholarships	643,350	14.2	2,188
F. Other	48,411	1.0	165
Total	4,529,299	100.0	15,406

TABLE 3
PURPOSE OF GIFTS RECEIVED BY PRIVATE JUNIOR COLLEGES

1968-71
(546 Colleges)

Purpose of Gifts	Average Annual Amount	% of Total Average Annual Amount	Average Annual Amount/College
Unrestricted	$ 4,791,333	39.4	$ 46,070
Restricted:			
A. General Operations	2,349,266	19.3	22,589
B. Buildings & Equipment	2,750,366	22.6	26,445
C. Books & Manuscripts	41,566	.3	399
D. Student Loan Funds	251,833	2.1	2,421
E. Student Scholarships	637,500	5.2	6,129
F. Other	1,327,100	11.1	12,760
Total	12,148,964	100.0	116,813

1960-63
(294 Colleges)

Purpose of Gifts	Average Annual Amount	% of Total Average Annual Amount	Average Annual Amount/College
Unrestricted	$ 4,261,312	29.2	$ 33,820
Restricted:			
A. General Operations	3,285,918	22.5	26,287
B. Buildings & Equipment	6,004,762	41.2	47,657
C. Books & Manuscripts	70,597	.5	560
D. Student Loan Funds	134,756	.9	1,069
E. Student Scholarships	486,083	3.3	3,858
F. Other	345,614	2.4	2,743
Total	12,589,042	100.0	115,994

TABLE 4
TYPES OF GIFTS AND DEVELOPMENT OFFICERS
1968-71

TYPES OF GIFTS	WITH OFFICIALS ASSIGNED DEVELOPMENT RESPONSIBILITIES			WITHOUT OFFICIALS ASSIGNED DEVELOPMENT RESPONSIBILITIES		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$ 9.18	$120.24	$394.11	$4.06	$67.77	$291.52
Land	5.28	3.50	4.32	0.89	0.00	34.72
Buildings	0.38	0.26	1.11	0.12	2.28	4.97
Stocks & Bonds	1.45	124.94	43.43	0.79	0.22	0.13
Other	0.88	7.54	17.43	0.61	0.43	0.00
Total	17.17	256.48	460.40	6.47	70.70	331.34

TABLE 5
TYPES OF GIFTS AND DEVELOPMENT OFFICERS
1960-63

TYPES OF GIFTS	WITH DEVELOPMENT OFFICERS			WITHOUT DEVELOPMENT OFFICERS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$25	$185	$420	$ 5	$38	$762
Land	7	2	11	1	0	3
Buildings	14	17	20	4	0	0
Stocks & Bonds	2	8	15	1	5	6
Other	2	11	31	-- a	3	18
Total	50	223	499	11	46	810

a – Less than 50 cents

TABLE 6
TYPES OF GIFTS AND ALUMNI ORGANIZATIONS
1968-71

TYPES OF GIFTS	WITH ALUMNI ORGANIZATIONS — ANNUAL INCOME PER STUDENT			WITHOUT ALUMNI ORGANIZATIONS — ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$6.05	$104.25	$367.79	$5.38	$110.40	$357.74
Land	1.10	3.00	14.10	3.02	1.33	0.00
Buildings	0.20	1.12	2.43	0.20	0.00	0.00
Stocks & Bonds	1.83	119.28	35.99	0.44	16.20	0.00
Other	0.81	7.53	14.36	0.61	0.51	0.53
Total	9.99	235.18	434.67	9.65	128.44	358.27

TABLE 7
TYPES OF GIFTS AND ALUMNI ORGANIZATIONS
1960-63

TYPES OF GIFTS	WITH ALUMNI ORGANIZATIONS — ANNUAL INCOME PER STUDENT			WITHOUT ALUMNI ORGANIZATIONS — ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$12	$182	$420	$4	$45	$1,054
Land	4	2	11	1	0	1
Buildings	8	17	19	2	1	0
Stocks & Bonds	1	8	15	1	5	1
Other	1	11	30	– a	3	20
Total	26	210	506	8	54	1,089

a — Less than 50 cents

TABLE 8
TYPES OF GIFTS AND ALUMNI FUNDS
1968-71

TYPES OF GIFTS	WITH ALUMNI FUNDS			WITHOUT ALUMNI FUNDS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$ 8.36	$122.44	$445.54	$51.65	$ 88.78	$299.73
Land	2.18	4.21	21.53	21.33	0.81	4.78
Buildings	1.04	1.21	0.79	1.40	0.38	3.29
Stocks & Bonds	5.25	168.48	66.61	6.74	10.34	2.34
Other	0.65	5.98	2.93	6.59	5.21	21.09
Total	17.48	302.32	537.40	87.71	105.52	331.23

TABLE 9
TYPES OF GIFTS AND ALUMNI FUNDS
1960-63

TYPES OF GIFTS	WITH ALUMNI FUNDS			WITHOUT ALUMNI FUNDS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$12	$202	$388	$ 8	$60	$587
Land	6	2	2	2	0	20
Buildings	7	20	17	5	1	16
Stocks & Bonds	2	8	21	1	5	2
Other	-- a	13	31	1	1	25
Total	27	245	459	17	67	667

a – Less than 50 cents

TABLE 10
TYPES OF GIFTS AND VOLUNTEER GROUPS
1968-71

TYPES OF GIFTS	WITH VOLUNTEER GROUPS			WITHOUT VOLUNTEER GROUPS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$ 8.24	$136.28	$379.81	$4.22	$45.26	$338.74
Land	3.90	3.77	6.63	1.34	0.09	24.80
Buildings	0.42	1.05	3.16	0.08	0.32	0.00
Stocks & Bonds	1.82	135.48	3.79	0.54	1.86	91.11
Other	1.25	5.85	15.27	0.38	5.11	7.45
Total	15.63	282.43	408.66	6.56	52.64	462.10

TABLE 11
TYPES OF GIFTS AND VOLUNTEER GROUPS
1960-63

TYPES OF GIFTS	WITH VOLUNTEER GROUPS			WITHOUT VOLUNTEER GROUPS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$65	$180	$476	$4	$42	$436
Land	13	2	4	1	0	18
Buildings	15	16	9	5	2	27
Stocks & Bonds	3	8	19	1	5	4
Other	3	12	38	-- a	0	14
Total	99	218	551	11	49	512

a – Less than 50 cents

TABLE 12
TYPES OF GIFTS AND AMERICAN ALUMNI COUNCIL
1968-71

TYPES OF GIFTS	WITH MEMBERSHIP IN AMERICAN ALUMNI COUNCIL			WITHOUT MEMBERSHIP IN AMERICAN ALUMNI COUNCIL		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$6.15	$133.04	$453.60	$ 65.00	$87.42	$305.39
Land	0.00	5.28	0.22	28.50	0.67	21.09
Buildings	0.33	0.20	1.83	2.23	1.22	2.37
Stocks & Bonds	0.02	205.49	7.70	12.62	12.67	48.81
Other	0.08	7.22	3.26	8.71	4.50	19.45
Total	6.58	351.23	466.61	117.06	106.48	397.11

TABLE 13
TYPES OF GIFTS AND AMERICAN ALUMNI COUNCIL
1960-63

TYPES OF GIFTS	WITH MEMBERSHIP IN AMERICAN ALUMNI COUNCIL			WITHOUT MEMBERSHIP IN AMERICAN ALUMNI COUNCIL		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$17	$169	$347	$8	$141	$545
Land	7	2	3	2	0	14
Buildings	28	13	13	5	15	19
Stocks & Bonds	4	8	20	1	6	8
Other	– a	13	26	1	6	24
Total	56	205	422	17	168	621

a – Less than 50 cents

TABLE 14
TYPES OF GIFTS AND AMERICAN COLLEGE
PUBLIC RELATIONS ASSOCIATION
1968-71

TYPES OF GIFTS	WITH MEMBERSHIP IN AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION			WITHOUT MEMBERSHIP IN AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$5.22	$156.67	$373.25	$ 5.86	$ 82.27	$359.48
Land	1.90	6.74	18.64	2.42	0.58	5.81
Buildings	0.08	1.95	0.75	0.26	0.27	3.64
Stocks & Bonds	0.60	17.91	0.39	1.19	125.03	65.69
Other	0.55	5.66	19.65	0.76	5.57	5.35
Total	8.35	188.93	412.68	10.49	213.72	439.97

TABLE 15
TYPES OF GIFTS AND AMERICAN COLLEGE
PUBLIC RELATIONS ASSOCIATION
1960-63

TYPES OF GIFTS	WITH MEMBERSHIP IN AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION			WITHOUT MEMBERSHIP IN AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Cash	$14	$171	$475	$8	$116	$507
Land	3	2	16	2	1	3
Buildings	– a	18	29	6	2	4
Stocks & Bonds	– a	4	22	1	17	4
Other	– a	13	28	1	4	30
Total	17	208	517	18	140	556

a – Less than 50 cents

TABLE 16
SOURCES OF GIFTS AND DEVELOPMENT OFFICERS
1968-71

SOURCES OF GIFTS	WITH OFFICIALS ASSIGNED DEVELOPMENT RESPONSIBILITIES — ANNUAL INCOME PER STUDENT			WITHOUT OFFICIALS ASSIGNED DEVELOPMENT RESPONSIBILITIES — ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH-RELATED	PUBLIC	INDEPENDENT	CHURCH-RELATED
Alumni	$0.21	$ 26.08	$ 21.15	$0.18	$ 8.91	$ 36.05
Non-Alumni	2.46	137.05	176.90	0.87	4.78	34.52
Corporations & Businesses	4.68	25.24	28.98	1.51	4.08	19.43
Foundations	1.81	43.33	26.90	0.99	0.89	17.26
Religious Denominations	0.01	8.34	129.48	0.13	44.49	154.81
Other	4.45	17.30	27.32	1.24	2.06	96.02

TABLE 17
SOURCES OF GIFTS AND DEVELOPMENT OFFICERS
1960-63

SOURCES OF GIFTS	WITH OFFICIALS ASSIGNED DEVELOPMENT RESPONSIBILITIES — ANNUAL INCOME PER STUDENT			WITHOUT OFFICIALS ASSIGNED DEVELOPMENT RESPONSIBILITIES — ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH-RELATED	PUBLIC	INDEPENDENT	CHURCH-RELATED
Alumni	$ 2	$34	$ 18	$--a	$ 1	$ 3
Non-Alumni	6	88	111	3	35	14
Corporations & Business	4	43	19	1	2	10
Foundations	33	38	15	4	2	5
Religious Denominations	--a	7	288	--a	0	671
Other	5	17	27	2	0	36

a — Less than 50 cents

TABLE 18
SOURCES OF GIFTS AND ALUMNI ORGANIZATIONS
1968-71

SOURCES OF GIFTS	WITH ALUMNI ORGANIZATIONS			WITHOUT ALUMNI ORGANIZATIONS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$0.19	$ 29.36	$ 28.40	$0.19	$ 0.38	$ 0.22
Non-Alumni	1.41	134.76	155.89	1.33	11.94	7.83
Corporations & Businesses	2.71	22.26	29.03	2.35	12.13	6.49
Foundations	1.14	24.96	25.42	1.32	49.68	15.87
Religious Denominations	0.19	8.44	119.69	0.03	43.90	262.86
Other	1.35	16.93	43.22	2.84	3.17	64.91

TABLE 19
SOURCES OF GIFTS AND ALUMNI ORGANIZATIONS
1960-63

SOURCES OF GIFTS	WITH ALUMNI ORGANIZATIONS			WITHOUT ALUMNI ORGANIZATIONS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$ 1	$33	$ 18	$–a	$ 1	$ 1
Non-Alumni	5	87	106	3	37	11
Corporations & Businesses	2	42	24	1	2	1
Foundations	14	36	15	4	7	2
Religious Denominations	– a	6	262	– a	2	1,059
Other	4	17	31	1	0	14

a – Less than 50 cents

TABLE 20
SOURCES OF GIFTS AND ALUMNI FUNDS
1968-71

SOURCES OF GIFTS	WITH ALUMNI FUNDS			WITHOUT ALUMNI FUNDS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$0.83	$ 41.15	$ 38.92	$ 1.40	$ 0.86	$ 13.46
Non-Alumni	5.07	186.31	238.09	10.58	12.30	54.55
Corporations & Businesses	7.60	28.22	36.46	20.35	10.38	17.91
Foundations	2.47	30.28	42.13	11.02	33.29	9.21
Religious Denominations	0.03	6.02	115.77	0.98	30.84	153.64
Other	1.47	22.03	57.57	21.66	3.91	35.69

TABLE 21
SOURCES OF GIFTS AND ALUMNI FUNDS
1960-63

SOURCES OF GIFTS	WITH ALUMNI FUNDS			WITHOUT ALUMNI FUNDS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$–a	$39	$ 22	$ 1	$ 1	$ 5
Non-Alumni	11	95	124	3	36	44
Corporations & Businesses	1	48	20	1	7	37
Foundations	4	40	17	10	9	8
Religious Denominations	– a	6	248	– a	5	479
Other	10	18	24	2	3	35

a – Less than 50 cents

TABLE 22
SOURCES OF GIFTS AND VOLUNTEER GROUPS
1968-71

SOURCES OF GIFTS	WITH VOLUNTEER GROUPS			WITHOUT VOLUNTEER GROUPS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$0.33	$ 25.47	$ 13.84	$0.11	$13.24	$ 49.04
Non-Alumni	2.27	148.66	122.82	0.86	5.67	172.44
Corporations & Businesses	4.69	26.08	30.08	1.28	6.27	18.67
Foundations	1.31	45.78	32.12	1.21	3.70	7.81
Religious Denominations	0.24	23.08	94.68	0.01	8.41	224.22
Other	3.78	17.31	60.86	1.39	4.81	13.73

TABLE 23
SOURCES OF GIFTS AND VOLUNTEER GROUPS
1960-63

SOURCES OF GIFTS	WITH VOLUNTEER GROUPS			WITHOUT VOLUNTEER GROUPS		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$ 3	$32	$ 17	$–a	$ 2	$ 13
Non-Alumni	26	86	133	2	35	30
Corporations & Businesses	6	42	25	1	2	13
Foundations	57	36	12	5	3	14
Religious Denominations	–a	6	336	–a	2	323
Other	7	16	25	2	0	34

a – Less than 50 cents

TABLE 24
SOURCES OF GIFTS AND AMERICAN ALUMNI COUNCIL
1968-71

SOURCES OF GIFTS	WITH MEMBERSHIP IN AMERICAN ALUMNI COUNCIL			WITHOUT MEMBERSHIP IN AMERICAN ALUMNI COUNCIL		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$0.12	$ 38.90	$ 28.41	$ 2.30	$ 9.44	$ 22.83
Non-Alumni	0.61	228.05	155.46	16.66	14.18	126.99
Corporations & Businesses	0.75	14.93	47.00	30.80	22.58	11.93
Foundations	0.77	28.48	39.97	14.98	34.00	13.30
Religious Denominations	0.00	30.25	115.46	1.26	9.95	150.92
Other	1.02	6.69	81.87	27.28	17.56	20.29

TABLE 25
SOURCES OF GIFTS AND AMERICAN ALUMNI COUNCIL
1960-63

SOURCES OF GIFTS	WITH MEMBERSHIP IN AMERICAN ALUMNI COUNCIL			WITHOUT MEMBERSHIP IN AMERICAN ALUMNI COUNCIL		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$ 1	$ 33	$ 16	$1	$18	$ 15
Non-Alumni	10	112	148	5	33	54
Corporations & Businesses	3	35	27	1	32	16
Foundations	33	47	10	8	10	15
Religious Denominations	-- a	0	192	-- a	11	445
Other	10	2	29	3	26	29

a – Less than 50 cents

TABLE 26
SOURCES OF GIFTS AND AMERICAN COLLEGE
PUBLIC RELATIONS ASSOCIATION
1968-71

SOURCES OF GIFTS	WITH MEMBERSHIP IN AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION			WITHOUT MEMBERSHIP IN AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$0.03	$22.12	$ 40.51	$0.27	$ 21.06	$ 8.58
Non-Alumni	1.78	41.60	125.78	1.16	128.72	152.71
Corporations & Businesses	2.27	33.81	32.05	2.61	12.78	20.36
Foundations	1.53	29.15	27.08	1.10	32.98	21.34
Religious Denominations	0.22	55.75	84.15	0.03	0.66	192.40
Other	1.55	29.04	62.00	2.58	5.73	28.20

TABLE 27
SOURCES OF GIFTS AND AMERICAN COLLEGE
PUBLIC RELATIONS ASSOCIATION
1960-63

SOURCES OF GIFTS	WITH MEMBERSHIP IN AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION			WITHOUT MEMBERSHIP IN AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION		
	ANNUAL INCOME PER STUDENT			ANNUAL INCOME PER STUDENT		
	PUBLIC	INDEPENDENT	CHURCH–RELATED	PUBLIC	INDEPENDENT	CHURCH–RELATED
Alumni	$1	$26	$ 23	$--a	$28	$ 8
Non-Alumni	5	82	110	4	64	73
Corporations & Businesses	1	46	27	1	5	13
Foundations	7	39	16	9	9	11
Religious Denominations	--a	3	274	--a	10	391
Other	4	12	25	3	18	32

a – Less than 50 cents

TABLE 28

TYPES OF GIFTS AND ANNUAL INCOME PER STUDENT

FOR JUNIOR COLLEGES MEETING THE CRITERIA AS RELATED TO THE CRITERIA

1968-71

PUBLIC COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Cash	$9.18	Cash	$6.05	Cash	$8.36	Cash	$8.24	Cash	$6.15	Cash	$3.22
Land	2.58	Stocks	1.83	Stocks	5.25	Land	3.90	Buildings	.33	Land	1.90
Stocks	1.45	Land	1.10	Land	2.18	Stocks	1.82	Other	.08	Stocks	.60
Other	.88	Other	.81	Buildings	1.04	Other	1.25	Stocks	.02	Other	.55
Buildings	.38	Buildings	.20	Others	.65	Buildings	.42	Land	.00	Buildings	.08

TABLE 29

TYPES OF GIFTS AND ANNUAL INCOME PER STUDENT

FOR JUNIOR COLLEGES MEETING THE CRITERIA AS RELATED TO THE CRITERIA

1960-63

PUBLIC COLLEGES

Development Officers		Alumni Organizations		Alumni Fund		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Cash	$25.00	Cash	$12.00	Cash	$12.00	Cash	$65.00	Buildings	$28.00	Cash	$14.00
Buildings	14.00	Buildings	8.00	Buildings	7.00	Buildings	15.00	Cash	17.00	Land	3.00
Land	7.00	Land	4.00	Land	6.00	Land	13.00	Land	7.00	Buildings	--a
Stocks & Bonds	2.00	Stocks	1.00	Stocks	5.25	Stocks	3.00	Stocks	4.00	Stocks	--a
Other	2.00	Other	1.00	Other	.65	Other	3.00	Other	-a	Other	--a

TABLE 30

TYPES OF GIFTS AND ANNUAL INCOME PER STUDENT

FOR JUNIOR COLLEGES MEETING THE CRITERIA AS RELATED TO THE CRITERIA

1968-71

PUBLIC COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Stocks	$124.94	Stocks	$119.28	Stocks	$168.48	Cash	$136.28	Stocks	$205.49	Cash	$156.67
Cash	120.24	Cash	104.25	Cash	122.44	Stocks	135.48	Cash	133.04	Stocks	17.91
Other	7.54	Other	7.53	Other	5.98	Other	5.85	Other	7.22	Land	6.74
Land	3.50	Land	3.00	Land	4.21	Land	3.77	Land	5.28	Other	5.66
Buildings	.26	Buildings	1.12	Buildings	1.21	Buildings	1.05	Buildings	20	Buildings	1.95

TABLE 31

TYPES OF GIFTS AND ANNUAL INCOME PER STUDENT

FOR JUNIOR COLLEGES MEETING THE CRITERIA AS RELATED TO THE CRITERIA

1960-63

INDEPENDENT COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Cash	$185.00	Cash	$182.00	Cash	$202.00	Cash	$180.00	Cash	$169.00	Cash	$171.00
Buildings	17.00	Buildings	17.00	Buildings	20.00	Buildings	16.00	Buildings	13.00	Buildings	18.00
Other	11.00	Other	11.00	Other	13.00	Other	12.00	Other	13.00	Other	13.00
Stocks	8.00	Stocks	8.00	Stocks	8.00	Stocks	8.00	Stocks	8.00	Stocks	4.00
Land	2.00	Land	2.00	Land	2.00	Land	2.00	Land	2.00	Land	2.00

TABLE 32

TYPES OF GIFTS AND ANNUAL INCOME PER STUDENT

FOR JUNIOR COLLEGES MEETING THE CRITERIA AS RELATED TO THE CRITERIA

1968-71

CHURCH-RELATED COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Cash	$394.11	Cash	$367.79	Cash	$445.54	Cash	$379.81	Cash	$453.60	Cash	$373.25
Stocks	43.43	Stocks	35.99	Stocks	66.61	Other	15.27	Stocks	7.70	Other	19.65
Other	17.43	Other	14.36	Land	21.53	Land	6.63	Other	3.26	Land	18.64
Land	4.32	Land	14.10	Other	2.93	Stocks	3.79	Buildings	1.83	Buildings	.75
Buildings	1.11	Buildings	2.43	Buildings	.79	Buildings	3.16	Land	.22	Stocks	.39

TABLE 33

TYPES OF GIFTS AND ANNUAL INCOME PER STUDENT

FOR JUNIOR COLLEGES MEETING THE CRITERIA AS RELATED TO THE CRITERIA

1960-63

CHURCH-RELATED

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Cash	$420.00	Cash	$420.00	Cash	$388.00	Cash	$476.00	Cash	$347.00	Cash	$475.00
Other	31.00	Other	30.00	Other	31.00	Other	38.00	Other	26.00	Buildings	29.00
Buildings	20.00	Buildings	19.00	Stocks	21.00	Stocks	19.00	Stocks	20.00	Other	28.00
Stocks	15.00	Stocks	15.00	Buildings	17.00	Buildings	9.00	Buildings	13.00	Stocks	22.00
Land	11.00	Land	11.00	Land	2.00	Land	4.00	Land	3.00	Land	16.00

TABLE 34
SOURCE OF FUNDS AND ANNUAL INCOME PER STUDENT FOR JUNIOR COLLEGES MEETING CRITERIA AS RELATED TO THE CRITERIA
1968-71
PUBLIC COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Corporations and Business	$4.68	Corporations and Business	$2.71	Corporations and Business	$7.60	Corporations and Business	$4.69	Other	$1.02	Corporations and Business	$2.27
Other	4.45	Non-Alumni	1.41	Non-Alumni	5.07	Other	3.78	Foundations	.77	Non-Alumni	1.78
Non-Alumni	2.46	Other	1.35	Foundations	2.47	Non-Alumni	2.27	Corporations and Business	.75	Other	1.55
Foundations	1.81	Foundations	1.14	Other	1.47	Foundations	1.31	Non-Alumni	.61	Foundations	1.53
Alumni	.21	Alumni	.19	Alumni	.83	Alumni	.33	Alumni	.12	Religious Denominations	.22
Religious Denominations	.01	Religious Denominations	.19	Religious Denominations	.03	Religious Denominations	.24	Religious Denominations	00	Alumni	.03

TABLE 35
SOURCE OF FUNDS AND ANNUAL INCOME PER STUDENT FOR JUNIOR COLLEGES MEETING CRITERIA AS RELATED TO THE CRITERIA
1960-63
PUBLIC COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Foundations	$33	Foundations	$14	Non-Alumni	$11	Foundations	$57	Foundations	$33	Foundations	$7
Non-Alumni	6	Non-Alumni	5	Other	10	Non-Alumni	26	Non-Alumni	10	Non-Alumni	5
Other	5	Other	3	Foundations	4	Other	7	Other	10	Other	4
Corporations and Business	4	Corporations and Business	2	Corporations and Business	1	Corporations and Business	6	Corporations and Business	3	Corporations and Business	1
Alumni	2	Alumni	1	Alumni	--a	Alumni	3	Alumni	1	Alumni	1
Religious Denominations	--a	Religious Denominations	--a	Religious Denominations	--a	Religious Denominations	-- a	Religious Denominations	-- a	Religious Denominations	-- a

TABLE 36
SOURCE OF FUNDS AND ANNUAL INCOME PER STUDENT FOR
JUNIOR COLLEGES MEETING CRITERIA AS RELATED TO THE CRITERIA
1968-71
INDEPENDENT COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Non-Alumni	$137.05	Non-Alumni	$134.76	Non-Alumni	$186.31	Non-Alumni	$148.66	Non-Alumni	$228.05	Religious Denominations	$55.75
Foundations	43.33	Alumni	29.36	Alumni	41.15	Foundations	45.78	Alumni	38.90	Non-Alumni	41.60
Alumni	26.08	Foundations	24.96	Foundations	30.28	Corporations and Business	26.08	Religious Denominations	30.25	Corporations and Business	33 81
Corporation and Business	25.24	Corporation and Business	22.96	Corporation and Business	28 22	Alumni	25.47	Foundations	28.48	Foundations	29.15
Other	17.30	Other	16.93	Other	22.03	Religious Denominations	23.08	Corporations and Business	14.93	Other	29 04
Religious Denominations	.01	Religious Denominations	8.44	Religious Denominations	6.02	Other	17.31	Other	6.69	Alumni	22.12

TABLE 37
SOURCE OF FUNDS AND ANNUAL INCOME PER STUDENT FOR
JUNIOR COLLEGES MEETING CRITERIA AS RELATED TO THE CRITERIA
1960-63
INDEPENDENT COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Non-Alumni	$88	Non-Alumni	$87	Non-Alumni	$95	Non-Alumni	$86	Non-Alumni	$112	Non-Alumni	$82
Corporations and Business	43	Corporations and Business	42	Corporations and Business	48	Corporations and Business	42	Foundations	47	Corporations and Business	46
Foundations	38	Foundations	36	Foundations	40	Foundations	36	Corporations and Business	35	Foundations	39
Alumni	34	Alumni	33	Alumni	39	Alumni	32	Alumni	33	Alumni	26
Other	17	Other	17	Other	18	Other	16	Other	2	Other	12
Religious Denominations	7	Religious Denominations	6	Religious Denominations	6	Religious Denominations	6	Religious Denominations	0	Religious Denominations	3

TABLE 38
SOURCE OF FUNDS AND ANNUAL INCOME PER STUDENT FOR JUNIOR COLLEGES MEETING CRITERIA AS RELATED TO THE CRITERIA
1968-71
CHURCH-RELATED COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Non-Alumni	$176.90	Non-Alumni	$155.89	Non-Alumni	$238.09	Non-Alumni	$122.82	Non-Alumni	$155.46	Non-Alumni	$125.78
Religious Denominations	129.48	Religious Denominations	119.69	Religious Denominations	115.77	Religious Denominations	94.68	Religious Denominations	115.46	Religious Denominations	84.15
Corporations and Business	28.98	Other	43.22	Other	57.57	Other	60.86	Other	81.87	Other	62.00
Other	27.32	Corporations and Business	29.03	Foundations	42.13	Foundations	32.12	Corporations and Business	47.00	Alumni	40.51
Foundations	26.90	Alumni	28.40	Alumni	38.92	Corporations and Business	30.08	Foundations	39.97	Corporation and Business	32.05
Alumni	21.15	Foundations	25.42	Corporations and Business	36.46	Alumni	13.84	Alumni	.00	Foundations	27.08

TABLE 39
SOURCE OF FUNDS AND ANNUAL INCOME PER STUDENT FOR JUNIOR COLLEGES MEETING CRITERIA AS RELATED TO THE CRITERIA
1960-63
CHURCH-RELATED COLLEGES

Development Officers		Alumni Organizations		Alumni Funds		Volunteer Groups		American Alumni Council		American College Public Relations Association	
Religious Denominations	$288	Religious Denominations	$262	Religious Denominations	$248	Religious Denominations	$336	Religious Denominations	$192	Religious Denominations	$274
Non-Alumni	111	Non-Alumni	106	Non-Alumni	124	Non-Alumni	133	Non-Alumni	148	Non-Alumni	110
Other	27	Other	31	Other	24	Other	25	Other	29	Corporations and Business	27
Corporations and Business	19	Corporations and Business	24	Alumni	22	Corporations and Business	25	Corporations and Business	27	Other	24
Alumni	18	Alumni	18	Corporations and Business	20	Alumni	17	Alumni	16	Alumni	23
Foundations	15	Foundations	15	Foundations	17	Foundations	12	Foundations	10	Foundations	16

TABLE 40
PRIVATE SUPPORT OF COLLEGES WITH AND WITHOUT
CRITERIA ASSOCIATED WITH DEVELOPMENT PROGRAM
1968-71

	Colleges With Criteria						Colleges Without Criteria					
	Public		Independent		Church-Related		Public		Independent		Church-Related	
	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.
Development Officers	150	$17.17	36	$256.48	36	$460.40	396	$6.47	16	$70.70	16	$331.23
Alumni Organizations	194	$9.99	44	$235.18	42	$434.67	352	$9.65	8	$128.44	10	$358.27
Alumni Fund	40	$17.48	28	$302.32	16	$537.40	506	$87.71	24	$105.52	36	$331.23
Volunteer Group	174	$15.63	34	$282.43	29	$408.66	372	$6.56	18	$52.64	23	$462.10
American Alumni Council	29	$6.58	24	$351.23	14	$466.61	517	$117.06	28	$106.48	38	$397.11
ACPRA	111	$8.35	20	$188.93	19	$412.68	435	$10.49	32	$213.72	33	$439.97

TABLE 4

PRIVATE SUPPORT OF COLLEGES WITH AND WITHOUT CRITERIA ASSOCIATED WITH DEVELOPMENT PROGRAM 1960-63

	Colleges With Criteria						Colleges Without Criteria					
	Public		Independent		Church-Related		Public		Independent		Church-Related	
	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.	No. of Colleges	Amt./ Stud.
Development Officers	62	$50	42	$223	56	$217	232	$11	12	$46	30	$71
Alumni Organizations	144	$26	41	$218	41	$220	150	$8	13	$49	45	$141
Alumni Fund	31	$27	42	$210	57	$217	268	$17	12	$54	29	$31
Volunteer Group	40	$99	33	$245	36	$202	254	$11	21	$67	50	$163
American Alumni Council	11	$56	23	$205	19	$224	283	$17	31	$168	67	$163
ACPRA	22	$17	32	$208	27	$227	272	$18	22	$140	59	$150

TABLE 42

YEARLY INCOME FROM PHILANTHROPY BY STATE 1968-1971 AND AVERAGE AMOUNT PER COLLEGE

STATES	NO. OF COLLEGES	1968-69	AVERAGE/ COLLEGE	1969-70	AVERAGE/ COLLEGE	1970-71	AVERAGE/ COLLEGE	TOTAL	TOTAL AVERAGE ANNUAL AMOUNT PER INSTITUTION
Alabama	11	$ 575,700	$ 52,366	$ 828,400	$ 75,309	$1,058,400	$ 96,218	$ 2,462,500	$ 74,621
Alaska	3	600	200	300	100	0	0	900	100
Arizona	9	1,850,800	205,644	1,300,100	144,455	2,422,700	269,188	5,573,600	206,430
Arkansas	4	18,000	6,000	510,000	170,000	450,000	150,000	978,000	81,500
California	67	2,508,900	37,446	3,113,800	46,475	3,367,000	50,254	8,989,700	44,725
Colorado	8	95,400	11,925	184,300	23,037	140,800	17,600	420,500	17,521
Connecticut	12	161,100	13,425	194,800	16,233	171,800	14,317	527,700	14,658
Delaware	1	12,900	12,900	15,000	15,000	18,000	18,000	45,900	15,300
Florida	21	103,300	4,906	1,599,600	76,171	3,373,900	160,667	5,076,530	80,580
Georgia	12	760,900	63,408	638,000	53,167	798,300	66,525	2,197,200	61,033
Hawaii	6	1,486,300	247,717	308,500	51,417	506,900	84,483	2,301,700	127,872
Idaho	1	1,578,000	1,578,000	0	0	0	0	1,578,000	526,000
Illinois	34	32,867,000	96,668	4,919,900	144,703	3,536,300	104,009	11,742,900	115,126
Indiana	2	1,365,000	682,500	1,311,000	655,500	1,200,800	600,400	3,876,800	646,133
Iowa	17	211,100	12,418	344,100	20,241	978,000	57,529	1,533,200	30,063
Kansas	25	836,200	33,448	982,300	39,292	1,136,400	45,456	2,954,900	39,399
Kentucky	10	3,627,300	362,730	3,087,700	308,770	3,086,100	308,610	9,801,100	326,703
Louisiana	4	13,500	3,375	10,500	2,625	3,000	750	27,000	2,250
Maine	6	547,900	91,317	796,000	132,667	798,200	130,033	2,142,100	357,017
Maryland	5	96,500	19,300	102,000	20,400	210,000	42,000	408,500	27,233

TABLE 43

YEARLY INCOME FROM PHILANTHROPY BY STATE 1968-1971 AND AVERAGE AMOUNT PER COLLEGE

STATES	NO. OF COLLEGES	1968-69	AVERAGE/ COLLEGE	1969-70	AVERAGE/ COLLEGE	1970-71	AVERAGE/ COLLEGE	TOTAL	TOTAL AVERAGE ANNUAL AMOUNT PER INSTITUTION
Massachusetts	19	264,900	13,942	183,700	9,688	249,800	13,147	698,400	12,252
Michigan	30	7,607,100	25,357	22,312,000	743,733	7,198,800	239,960	37,067,900	411,866
Minnesota	15	114,300	7,620	189,300	12,620	399,700	26,646	703,300	15,628
Mississippi	13	610,700	46,977	931,600	71,662	974,900	74,992	2,517,200	64,544
Missouri	18	3,803,100	211,284	2,905,200	161,400	3,175,800	176,434	9,844,100	183,039
Montana	2	40,300	20,150	38,800	19,400	61,400	30,700	140,500	23,417
Nebraska	6	916,900	152,817	625,500	104,250	913,600	152,267	2,456,000	136,444
Nevada	1	699,000	699,000	466,000	466,000	78,000	78,000	1,233,000	407,667
New Hampshire	1	0	0	0	0	0	0	0	0
New Jersey	15	1,836,000	122,400	573,200	38,213	1,348,700	89,913	3,757,900	83,509
New Mexico	4	66,400	16,600	82,500	20,625	108,600	27,150	257,500	21,458
New York	46	3,969,400	86,291	54,258,100	1,179,523	4,798,700	104,319	63,026,200	456,711
North Carolina	38	5,874,200	154,584	5,042,300	132,692	7,921,500	208,461	18,838,000	165,246
North Dakota	1	25,500	25,500	6,300	6,300	18,900	18,900	50,200	16,733
Ohio	20	2,953,800	147,690	2,812,100	140,605	2,839,500	141,975	8,622,133	143,702
Oklahoma	10	590,700	59,700	6,601,100	660,110	1,178,100	117,810	8,513,602	238,787
Oregon	10	308,400	30,840	357,100	35,710	906,500	90,650	1,855,787	61,860
Pennsylvania	26	4,651,900	178,919	5,687,200	218,738	3,860,400	148,477	14,199,500	182,045
Rhode Island	1	0	0	600	600	2,300	2,300	2,900	967

TABLE 44
YEARLY INCOME FROM PHILANTHROPY BY STATE 1968-1971 AND AVERAGE AMOUNT PER COLLEGE

STATES	NO. OF COLLEGES	1968-69	AVERAGE/ COLLEGE	1969-70	AVERAGE/ COLLEGE	1970-71	AVERAGE/ COLLEGE	TOTAL	TOTAL AVERAGE ANNUAL AMOUNT PER INSTITUTION
South Carolina	11	128,000	11,636	91,900	8,354	172,800	15,709	392,700	11,900
South Dakota	2	360,500	180,250	584,200	292,100	631,300	315,650	1,576,000	262,667
Tennessee	7	5,464,600	780,200	715,200	102,171	1,668,600	238,371	7,848,400	373,733
Texas	29	2,351,100	81,072	2,987,600	103,021	5,812,000	200,414	11,150,700	128,169
Utah	3	0	0	0	0	23,700	7,900	23,700	2,633
Vermont	4	121,500	30,375	156,500	39,125	636,500	159,125	914,500	76,208
Virginia	16	2,566,700	160,419	3,205,300	200,331	1,649,100	103,069	7,421,100	154,606
Washington	17	415,000	24,411	400,900	23,582	679,200	39,952	1,495,100	29,316
West Virginia	3	0	0	0	0	0	0	0	0
Wisconsin	18	275,000	15,277	607,700	33,761	457,500	25,416	1,340,200	24,819
Wyoming	6	826,300	137,716	163,000	27,166	1,526,200	254,366	2,515,500	139,750
TOTAL	650	66,903,900	109,678	132,211,200	216,657	71,980,100	118,000	271,044,900	138,997

TABLE 45
INCOME PER FTE STUDENT FOR 3 YEAR PERIOD 1968-71

STATES	PUBLIC JUNIOR COLLEGE	INDEPENDENT JUNIOR COLLEGE	CHURCH RELATED JUNIOR COLLEGE	TOTAL
Alabama	$ 45	$ 0	$3,428	$ 226
Alaska	a	0	0	a
Arizona	259	0	0	259
Arkansas	477	0	0	453
California	14	8,441	0	28
Colorado	39	0	0	39
Connecticut	21	160	0	53
Delaware	18	0	0	18
Florida	64	2,834	0	71
Georgia	109	0	2,547	170
Hawaii	29	0	3,247	249
Idaho	974	0	0	974
Illinois	69	1,058	6,514	188
Indiana	819	0	0	819
Iowa	90	540	0	112
Kansas	83	0	1,365	147
Kentucky	72	21,965	4,078	1,918
Louisiana	18	0	0	18
Maine	12	757	0	174
Maryland	7	835	0	33
Massachusetts	12	323	0	32
Michigan	130	3,159	8,588	131
Minnesota	39	0	0	38
Mississippi	9	0	3,874	178
Missouri	58	2,081	6,258	194
Montana	159	0	0	159

TABLE 46
INCOME PER FTE STUDENT FOR 3 YEAR PERIOD 1968-71

STATES	PUBLIC JUNIOR COLLEGE	INDEPENDENT JUNIOR COLLEGE	CHURCH RELATED JUNIOR COLLEGE	TOTAL
Nebraska	$ 61	$ 0	$ 9,002	$ 574
Nevada	6,337	0	0	6,337
New Hampshire	0	0	0	0
New Jersey	92	487	118	159
New Mexico	110	0	0	110
New York	652	2,444	2,488	725
North Carolina	193	626	4,267	605
North Dakota	116	0	0	116
Ohio	233	0	3,266	337
Oklahoma	847	125	2,665	333
Oregon	14	0	8,811	128
Pennsylvania	362	1,137	1,257	494
Rhode Island	1	0	0	1
South Carolina	41	0	0	41
South Dakota	0	0	5,003	5,003
Tennessee	21	0	11,933	1,375
Texas	105	1,094	0	159
Utah	6	0	0	6
Vermont	0	529	994	592
Virginia	18	749	3,181	647
Washington	32	0	0	32
West Virginia	0	0	0	0
Wisconsin	49	0	0	49
Wyoming	563	0	0	563
Total Average	117	1,589	3,639	215

TABLE 47
PHILANTHROPY TO PUBLIC JUNIOR COLLEGES BY STATE AND YEAR

STATES	NO. OF COLLEGES	1968-69	1969-70	1970-71	TOTAL
Alabama	9	$ 116,100	$ 150,100	$ 200,000	$ 466,300
Alaska	3	600	300	0	900
Arizona	9	1,850,800	1,300,100	2,422,700	5,573,600
Arkansas	3	18,000	510,000	450,000	978,000
California	65	1,260,800	1,896,000	2,507,300	5,644,100
Colorado	8	95,400	184,300	140,800	420,500
Connecticut	8	50,900	48,900	61,800	161,600
Delaware	1	12,900	15,000	18,000	45,900
Florida	19	970,800	1,479,000	2,108,500	4,558,300
Georgia	11	495,700	384,800	501,800	1,382,300
Hawaii	5	10,300	17,500	224,900	252,700
Idaho	1	1,578,000			1,578,000
Illinois	31	988,000	2,321,200	806,200	4,115,800
Indiana	2	1,365,000	1,311,000	1,200,080	3,876,800
Iowa	15	187,100	242,300	738,000	1,167,400
Kansas	21	456,300	452,100	566,500	1,474,900
Kentucky	6	67,000	67,300	153,000	287,300
Louisiana	4	13,500	10,500	3,000	27,000
Maine	3	40,000	23,500	55,800	119,300
Maryland	15	8,300	39,500	44,300	92,100
Massachusetts	12	31,000	110,000	111,700	252,700
Michigan	18	1,611,800	1,243,800	3,501,800	6,356,900
Minnesota	15	114,300	189,300	399,700	703,300
Mississippi	9	14,800	40,700	64,000	119,500

TABLE 48
PHILANTHROPY TO PUBLIC JUNIOR COLLEGES BY STATE AND YEAR

STATES	NO. OF COLLEGES	1968-69	1969-70	1970-71	TOTAL
Missouri	13	$ 1,678,100	$ 571,900	$ 581,200	$ 2,831,200
Montana	2	40,300	38,800	61,400	140,500
Nebraska	5	237,200	1,800	2,600	241,600
Nevada	1	600,000	446,000	78,000	1,223,000
New Hampshire	1				
New Jersey	9	1,449,800	201,000	220,500	1,871,300
New Mexico	4	66,400	82,500	108,600	257,500
New York	31	1,927,900	51,110,500	1,403,000	54,441,400
North Carolina	33	987,800	954,200	3,382,800	5,325,800
North Dakota	1	25,000	6,300	18,900	50,700
Ohio	18	1,747,800	2,056,400	1,969,800	5,774,000
Oklahoma	7	7,000	6,018,300	225,400	6,250,700
Oregon	9	18,400	67,100	120,800	206,300
Pennsylvania	16	3,364,100	4,254,000	1,077,100	8,695,200
Rhode Island	1	0	600	2,300	2,900
South Carolina	11	238,000	91,900	172,800	392,700
South Dakota	0				
Tennessee	6	25,000	32,800	46,400	104,200
Texas	45	2,329,800	2,177,300	2,516,900	7,024,000
Utah	3	0	0	23,700	23,700
Vermont	1	0	0	0	0
Virginia	12	18,800	36,800	107,900	163,500
Washington	17	415,000	400,900	679,200	1,495,100
West Virginia	1	0	0	0	0
Wisconsin	18	275,000	607,700	457,500	1,340,200
Wyoming	6	826,300	103,000	1,526,200	2,515,500

TABLE 49
PHILANTHROPY TO INDEPENDENT JUNIOR COLLEGES BY STATE AND YEAR

STATES	NO. OF COLLEGES	1968-69	1969-70	1970-71	TOTAL
Alabama	0				
Alaska	0				
Arizona	0				
Arkansas	0				
California	2	$1,248,100	$1,217,800	$ 859,700	$ 3,325,600
Colorado	0				
Connecticut	3	110,200	145,900	109,500	365,600
Delaware	0				
Florida	2	59,500	120,600	1,205,400	1,445,500
Georgia	0				
Hawaii	0				
Idaho	0				
Illinois	1	555,000	1,230,000	650,000	2,435,100
Indiana	0				
Iowa	2	24,000	101,800	240,000	365,800
Kansas	1				
Kentucky	1	2,863,600	1,776,500	1,444,300	6,084,400
Louisiana	0				
Maine	1	507,900	722,500	742,400	1,972,800
Maryland	2	96,500	96,600	202,600	395,700
Massachusetts	2	223,900	73,700	138,100	445,700
Michigan	8	5,007,200	19,991,800	2,823,900	27,832,600
Minnesota	0				
Mississippi	1				
Missouri	3	837,900	874,200	991,700	2,703,800

TABLE 50
PHILANTHROPY TO
INDEPENDENT JUNIOR COLLEGES
BY STATE AND YEAR

STATES	NO. OF COLLEGES	1968-69	1969-70	1970-71	TOTAL
Montana	0				
Nebraska	0				
Nevada	0				
New Hampshire	0				
New Jersey	2	$ 365,900	$ 347,000	$ 520,200	$ 1,233,100
New Mexico	0				
New York	5	1,771,600	2,234,600	2,274,400	6,280,600
North Carolina	1	115,200	91,900	113,500	320,600
North Dakota	0				
Ohio	0				
Oklahoma	1	90,000	90,000	90,000	270,000
Oregon	0				
Pennsylvania	6	880,000	1,105,800	2,383,800	4,370,400
Rhode Island	0				
South Carolina	0				
South Dakota	0				
Tennessee	0				
Texas	1	21,300	810,300	3,295,100	4,126,700
Utah	0				
Vermont	2	121,500	109,600	138,500	369,600
Virginia	1	94,000	61,300	106,700	262,000
Washington	0				
West Virginia	1				
Wisconsin	0				
Wyoming	0				

TABLE 51
PHILANTHROPY TO CHURCH-RELATED COLLEGES BY STATE AND YEAR

STATES	NO. OF COLLEGES	1968-69	1969-70	1970-71	TOTAL
Alabama	2	$ 459,600	$ 677,400	$ 858,300	$1,995,300
Alaska	0				
Arizona	0				
Arkansas	1				
California	0				
Colorado	0				
Connecticut	1				
Delaware	0				
Florida	0				
Georgia	1	265,200	253,200	296,500	814,900
Hawaii	1	1,476,000	291,000	282,000	2,049,000
Idaho	0				
Illinois	2	1,743,300	1,368,700	2,080,000	5,192,000
Indiana	0				
Iowa	0				
Kansas	3	379,900	530,200	569,900	1,430,000
Kentucky	3	696,700	1,243,900	1,488,800	3,429,400
Louisiana	0				
Maine	0				
Maryland	1				
Massachusetts	0				
Michigan	1	978,100	1,076,700	873,600	2,928,400
Minnesota	1				
Mississippi	3	595,900	890,900	910,900	2,397,700
Missouri	2	1,287,100	1,459,100	1,602,900	4,349,100

TABLE 52
PHILANTHROPY TO CHURCH-RELATED COLLEGES BY STATE AND YEAR

STATES	NO. OF COLLEGES	1968-69	1969-70	1970-71	TOTAL
Montana	0				
Nebraska	1	$ 679,700	$ 623,700	$ 911,000	$ 2,214,400
Nevada	0				
New Hampshire	0				
New Jersey	4	20,300	25,200	34,800	80,300
New Mexico	0				
New York	4	269,900	913,000	1,121,300	2,304,200
North Carolina	4	4,771,200	3,996,200	4,429,200	13,196,600
North Dakota	0				
Ohio	2	1,206,000	755,700	869,700	2,831,400
Oklahoma	2	493,700	492,800	862,700	1,849,200
Oregon	1	290,000	290,000	785,700	1,365,700
Pennsylvania	4	407,000	327,400	399,500	1,133,900
Rhode Island	0				
South Carolina	0				
South Dakota	2	360,500	584,200	631,300	1,576,000
Tennessee	1	5,439,600	682,400	1,622,200	7,744,200
Texas	0				
Utah	0				
Vermont	1		46,800	498,000	544,900
Virginia	3	2,453,900	3,107,200	1,434,500	6,955,600
Washington	0				
West Virginia	1				
Wisconsin	1				
Wyoming	0				

TABLE 53
TOP TEN STATES IN RECEIVING PHILANTHROPIC SUPPORT
FOR PUBLIC JUNIOR COLLEGES
OVER THREE YEAR PERIOD 1968-71

STATE	NO. OF COLLEGES	AMOUNT RECEIVED
1. New York	31	$54,441,400
2. Pennsylvania	16	8,695,200
3. Texas	28	7,024,000
4. Michigan	18	6,356,900
5. Oklahoma	7	6,250,700
6. Ohio	18	5,774,000
7. California	65	5,664,100
8. Arizona	9	5,573,600
9. North Carolina	33	5,325,800
10. Florida	19	4,558,300

TABLE 54
TOP TEN STATES IN RECEIVING PHILANTHROPIC SUPPORT
FOR INDEPENDENT JUNIOR COLLEGES
OVER THREE YEAR PERIOD 1968-71

STATE	NO. OF COLLEGES	AMOUNT RECEIVED
1. Michigan	8	$27,832,600
2. New York	5	6,280,600
3. Kentucky	1	6,084,400
4. Pennsylvania	6	4,370,400
5. Texas	1	4,126,700
6. California	2	3,325,600
7. Missouri	3	2,703,800
8. Illinois	1	2,435,100
9. Maine	1	1,972,800
10. Florida	2	1,445,500

TABLE 55
TOP TEN STATES IN RECEIVING PHILANTHROPIC SUPPORT
FOR CHURCH-RELATED JUNIOR COLLEGES
OVER THREE YEAR PERIOD 1968-71

STATE	NO. OF COLLEGES	AMOUNT RECEIVED
1. North Carolina	4	$13,196,600
2. Tennessee	1	7,744,200
3. Virginia	3	6,995,600
4. Illinois	2	5,192,000
5. Missouri	2	4,349,100
6. Kentucky	3	3,429,400
7. Michigan	1	2,928,400
8. Ohio	2	2,831,400
9. Mississippi	3	2,397,700
10. New York	4	2,304,200

TABLE 56
TOP TEN STATES FOR OVERALL PHILANTHROPIC
SUPPORT PER FTE STUDENT

STATES	AMOUNT/FTE STUDENT
1. Nevada	$6337
2. South Dakota	5003
3. Kentucky	1918
4. Tennessee	1375
5. Idaho	974
6. Indiana	819
7. New York	725
8. Virginia	647
9. North Carolina	605
10. Vermont	592

TABLE 57
TOP TEN STATES FOR PHILANTHROPIC SUPPORT RECEIVED PER FULL-TIME EQUATED STUDENT OVER THREE YEAR PERIOD 1968-71

Public Institutions		Independent Institutions		Church-Related Institutions	
State	Amount FTE/Student	State	Amount FTE/Student	State	Amount FTE/Student
1. Nevada	$6,337	Kentucky	$21,965	Tennessee	$11,933
2. Idaho	974	California	8,441	Nebraska	9,002
3. Oklahoma	847	Michigan	3,159	Oregon	8,811
4. Indiana	819	Florida	2,834	Michigan	8,588
5. New York	652	New York	2,444	Illinois	6,514
6. Wyoming	563	Missouri	2,081	Missouri	6,258
7. Arkansas	477	Pennsylvania	1,137	North Carolina	4,267
8. Pennsylvania	362	Texas	1,094	Mississippi	3,874
9. Arizona	259	Illinois	1,058	Alabama	3,428
10. Ohio	233	Maryland	835	Ohio	3,266

Appendix

PURPOSE OF THE STUDY

The purpose of this study is to compare the data on private philanthropic support to junior colleges reported by Blocker, Bremer, and Elkins in their 1965 report with the data collected by the authors over a subsequent three year period, 1968-1971.

The task was to replicate the study conducted by the earlier researchers. The survey instrument was identical to that used by Elkins and Bremer in their original studies.

The questionnaire was distributed to every institution listed in the 1971 **Directory of American Association of Junior Colleges** except those that the authors could clearly identify as not being two-year junior colleges. Several responding institutions indicated that they were branch campuses of four-year colleges or universities or did not qualify for other reasons and were eliminated from the study.

DEFINITION OF TERMS

Since the purpose of the study was primarily comparative, compatibility of the data is an essential requirement. Consequently, all terms and definitions were used as defined in the earlier study. These terms and definitions are listed below

1. **Junior college.** An educational institution organized and administered principally to offer educational programs of not more than two years' duration beyond high school level and having as one of its major purposes a two-year program acceptable for full baccalaureate degree transfer credit.
2. **Public junior college.** An institution partially or fully supported by public funds made available through state, county, and/or local taxes.
3. **Private junior college.** An institution primarily supported through funds from endowments, gifts, and tuition fees.
4. **Church-related junior college.** A private junior college affiliated with or supported by a religious denomination.
5. **Independent junior college.** A private junior college which is not church-related and is operated either on a non-profit basis or on a proprietary basis.
6. **Private sources.** Alumni, non-alumni, families, businesses, corporations, general welfare foundations, religious groups, churches, associations, clubs, and other groups not related to any governmental unit.
7. **Philanthropic support.** Aid from private sources. Philanthropic, voluntary, and private support are used synonymously and refer to support from other than public sources.
8. **Development program.** A continuous program conducted by the college which carries out a planned campaign for voluntary financial support.
9. **Alumni Fund.** A fund, the purpose of which is to stimulate recurrent annual giving by the alumni of the college.
10. **Foundation.** A non-governmental, non-profit organization having a principal fund of its own, managed by its own trustees or directors, and established to maintain or aid social, educational, charitable, religious, or other activities serving the common welfare.
11. **Cash gift.** A gift of money only. Cash received from insurance policies or bequests are included in this category.
12. **Unrestricted gift.** A gift not designated by its donor for a specific purpose or purposes.
13. **Restricted gift.** A gift designated by its donor for a specific purpose or purposes.
14. **Gift converted to cash.** A gift which has been sold. Also, income received from other gifts such as stocks, endowments, bonds, or real estate.
15. **Data period.** The period covering the three years from July 1, 1968 through June 30, 1971.

A STUDY OF PHILANTHROPIC SUPPORT FOR THE JUNIOR COLLEGES OF THE UNITED STATES

Philanthropic Support refers to gifts from all individuals, corporations, businesses, foundations, religious groups, clubs, associations, etc. It does not include money from governmental agencies such as the National Science Foundation, and it does not include federal support from the National Vocational Education Act, the National Defense Education Act, the Manpower Development and Training Act, etc. Also not included in philanthropic support are local, county, and state taxes, state appropriations, tuition and fees.

1. Name of Institution _____, City _____.
   State _____. Number of Full-Time Student Equivalents _____.
2. Chief Administrative Officer _____
   Title _____
3. Name of Person Completing Report _____
   Title _____.
4. Is there anyone of the staff (including the president) who has an assigned responsibility (either full-time or part-time) of securing philanthropic support for your institution? ( ) Yes. ( ) No.
5. If answer to item 4 is "yes," complete the following chart pertaining to those staff members who have assigned responsibility of securing philanthropic support for your institution.

Title of Staff Member	Full or Part-Time	Sex	Years Experience in This Type of Work	Highest Degree & Major Fields

6. Do you have volunteers known or identified as a board, council, committee, etc., whose responsibility is either partly or wholly the securing of philanthropic support for your institution? ( ) Yes. ( ) No. If "yes," give group title _____
7. Does your institution have an alumni organization? ( ) Yes. ( ) No. Does your institution have an annually supported Alumni Fund? ( ) Yes. ( ) No.
8. If your institution engages in fund raising, what were your expenditures for this purpose last year? Include salaries, travel expense, supplies, etc., $ _____.
9. Is your institution a member of the American Alumni Council? ( ) Yes. ( ) No. Is your institution a member of the American College Public Relations Association? ( ) Yes. ( ) No.
10. TYPES OF GIFTS: **Cash Gifts** refer to gifts of money only. If cash has value of the gift at the time it was received.

    SOURCES OF GIFTS: The amounts recorded in this section represents a reclassification of the Totals under TYPES OF GIFTS for each of the three years involved.

    PURPOSES OF CASH GIFTS AND GIFTS CONVERTED TO CASH: The amounts will include those shown for **Cash Gifts** under TYPES OF GIFTS plus any other gifts converted to cash during each of the three years involved. **Gifts Converted to Cash** refer to all gifts which have been sold and to income received from such gifts as stocks, bonds, endowments, and real estate for the period covered by this report. **Unrestricted Gifts** refer to those which have not been designated by the donor for a specific purpose. **Restricted Gifts** refer to those which have been designated by the donor for a specific purpose.

TYPES OF GIFTS	July 1, 1968 to June 30, 1969 Value or Amount	July 1, 1969 to June 30, 1970 Value or Amount	July 1, 1970 to June 30, 1971 Value or Amount
Cash Gifts (Include Church Support)			
Gifts of Land			
Gifts of Buildings			
Stocks and Bonds			
Other			
Totals			
SOURCES OF GIFTS			
Alumni			
Non-Alumni			
Corporations and Businesses			
Foundations			
Religious Denominations			
Other			
Totals			
PURPOSES OF CASH GIFTS AND GIFTS CONVERTED TO CASH			
Unrestricted			
Restricted:			
a. General Operations			
b. Buildings and Equipment			
c. Books and Manuscripts			
d. Student Loan Funds			
e. Student Scholarships			
f. Other Restricted Gifts			

BIBLIOGRAPHY

Auburn, Norman P., "Tax Support," in **The Corporation and the Campus** ed. Robert H. Connery. New York, N.Y.: The Academy of Political Science, Columbia University.

Blocker, Clyde E., Floyd S. Elkins and Fred H. Bremer, **Philanthropy for American Junior Colleges.** Washington, D.C.: American Association of Junior Colleges, 1965.

Bremer, Fred H., **"Philanthropic Support For Public Junior Colleges."** Unpublished doctoral dissertation, University of Texas, 1965.

Cheit, Earl F., **The New Depression In Higher Education,** New York, N.Y.: McGraw-Hill Book Company, 1971.

The Chronicle of Higher Education, Washington, D.C., November 22, 1971, p. 1.

Directory of American Association of Junior Colleges 1971, American Association of Junior Colleges, Washington, D.C., 1971.

Elkins, Floyd S., **"Philanthropic Support of Private Junior Colleges in the United States."** Unpublished doctoral dissertation, University of Texas, 1965.

Harris, Seymour E., **A Statistical Portrait of Higher Education.** New York, N.Y.: McGraw-Hill Book Company, 1972.

Smith, Hayden W., **"Prospect for Voluntary Support,"** in The Corporation and the Campus, ed. Robert H. Connery. New York, N.Y.: The Academy of Political Science, Columbia University, 1970.

Voluntary Support of Education, 1967-68, Council for Financial Aid to Education, American Alumni Council, and National Association of Independent Schools. New York, N.Y.: 1969.

UNIVERSITY OF CALIF.
LOS ANGELES

SEP 28 1973

CLEARINGHOUSE FOR
JUNIOR COLLEGE
INFORMATION